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CONSUMER XENOCENTRISM AND CONSUMER COSMOPOLITANISM: THE DEVELOPMENT AND VALIDATION OF SCALES OF CONSTRUCTS INFLUENCING ATTITUDES TOWARDS FOREIGN PRODUCT CONSUMPTION

by

STEVEN J. LAWRENCE

DISSERTATION

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Approved By:

Advisor

Date

DEDICATION

This work is dedicated, with love, to my wife, Danielle, for her enduring support in making this accomplishment a reality; to my wonderful children, Owen and Claire, for making me smile every single day; and to my parents, James and Deborah for their love and guidance.

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Chapter 1 Introduction

If someone separated the art of counting and measuring and weighing from all the other arts, what was left of each (of the others) would be, so to speak, insignificant.

— Plato

Philebus 55e. Trans. R. W. Sharples.

Why are some consumers content, perhaps even excited, about the prospect of purchasing foreign products while other, seemingly similar, consumers are resistant to foreign products? Despite this question's increasing importance, marketers do not have a solid grasp of the complete array of constructs that influence consumers' opinions about the appropriateness of purchasing foreign products. They are, therefore, ill-equipped to answer such a key question in an increasingly global marketplace. In this dissertation, we will explore the documented constructs that influence attitudes towards foreign purchases. We also aim to broaden the number of useful scales to measure these constructs.

1.1 Research Objectives

The goal of this work is to expand the array of scales that can be used to measure the contributors to global purchasing habits. Specifically, we aim to add two new scales to the literature in this piece. The first scale, the consumer xenocentrism scale is intended to measure consumers' favorable orientations to products from outside their membership group.

The second scale, the consumer cosmopolitanism scale will be designed to measure consumers' openness to new ideas and tendency to address functional needs

with the kind of products or services that best deliver the desired function, regardless of tradition or social influence (Cannon, Yoon, McGowan, Yaprak, 1994; Cleveland, Laroche, and Papadopoulos, 2009; Riefler, Diamantopoulos, Siguaw, 2012).

1.2 Justification for Research

Many major producers of consumer-goods are shunning away from the multi-domestic approach to marketing their products in favor of more global approaches with only slight modifications for individual countries (Schuiling and Kapferer 2004). Research investigating the formation of attitudes towards the purchase of foreign and domestic products is therefore more applicable now than ever. It is therefore no surprise that marketers continue to show increased interest in understanding the factors explaining consumers' decisions regarding the country-of-origin.

To date, researchers have spent the overwhelming majority of their efforts in the constructs that result in a reluctance to purchase foreign goods. The extant literature explaining the reluctance to purchase foreign products has become quite rich, with constructs such as consumer animosity (Klein, Ettenson, Morrison, 1998) and consumer ethnocentrism (CET) (Shimp and Sharma, 1987; Nijssen and Van Herk, 2005; Balabanis and Diamantopoulos, 2004) being common in the marketing literature. However, the research devoted to explaining the attitudinal constructs that exhibit an indifference or preference towards foreign purchases has been largely ignored. This dearth of research has continued to occur despite evidence in the literature showing that various groups of people show affinity towards foreign products for a variety of reasons.

The bulk of the research showing such preferences has been a part of the country-of-origin (COO) literature (Bilkey and Nes 1982; Baughn and Yaprak 1993; Peterson and Joliet 1995; Papadopoulos and Heslop 2003; Usunier 2006). The traditional COO literature reflects only the preference or distain for products from various countries without giving much thought regarding why consumers have such preferences. Some promising theoretical work has been conducted on the constructs related to openness to foreign products (Cannon and Yaprak, 2001; Cannon and Yaprak, 2002; Douglas and Craig , 2000; Balabanis, Diamantopoulos, Mueller, Melewar, 2001). However, this stream of research is largely underdeveloped, especially with regards to empirical studies. One of the goals of this piece is to provide the scales needed to conduct the appropriate research that would fill this empirical research gap.

Riefler and Diamantopoulos (2009) further spell out the need for the research of this nature in discussing recent trends in the global marketplace. They note that the increased mobility of individual consumers results in greater exposure to foreign goods. This increased exposure along with increased media coverage of foreign cultures and consumption styles (Beckman et al., 2001) has resulted in greater awareness of the offerings of foreign countries. Accompanying this increased awareness of foreign products are consumer biases, both negative and positive in nature, towards foreign and domestic products (Steenkamp and de Jong, 2010).

We are not alone in the belief that scales need to be created to measure the constructs that lead to consumers' indifference and preference towards foreign products. Riefler and Diamantopoulos (2009, p.408) expressed the need for an improved consumer cosmopolitanism scale noting "...the absence of an appropriate measure-

ment instrument as a main reason for this lack of empirical studies...” After replicating and performing further work with the Cannon Yoon McGowan Yaprak Cosmopolitanism (CYMYC) scale, the longest standing consumer cosmopolitanism scale available in the literature, their “findings highlight a need for an alternate scale to measure the consumer cosmopolitanism construct.” The limitations of the CYMYC scale are discussed in more detail in subsequent sections of this piece. Though Riefler et al. (2012) have recently attempted to fill this void with a new consumer cosmopolitanism scale we have slightly different views on the dimensionality of their scale as will be discussed later in this piece. There is, perhaps, an even stronger case for the need for the consumer xenocentrism scale, given the fact that no such scale exists to measure this important construct. The consumer xenocentrism construct is becoming increasingly important given the shift in global demographics towards countries that are more culturally diverse. This, combined with the increasing ease with which consumers can purchase globally makes the consumer xenocentrism construct one that warrants further study by marketing academics and practitioners alike.

1.3 Structure of the Dissertation

This dissertation will be divided into five chapters. After this introductory chapter, the second chapter will be devoted to a thorough review of the literature where we will look closer at the underlying attitude theory along with an investigation of the relevant constructs influencing attitude formation in the global consumer context. Chapter three is devoted to outlining the scale development process, detailing the preliminary steps taken in creating our two scales. Chapter four will explain the results of the main studies of the research. The two main studies are a scale refinement study followed by a

scale validation exercise. The scale validation portion of the study is too lengthy (in terms of the number items for single survey) to accomplish in one data collection. Therefore, the validation component of the study is broken into two components. The conclusions will be discussed in chapter five and will be divided into a Discussion of Results, Contributions of the Research, Limitations and Future Research Recommendations components.

Chapter 2 Review of Literature

Given the global marketplace, it is the norm for consumers to be able to choose between products that are made either domestically or from a variety of foreign countries. While this trend toward globalization increases at continuously increasing rates, as marketers, we cannot yet be sure if consumers are themselves globalizing along with the marketplace (Cleveland et al. 2009). There is much disagreement among theorists regarding whether or not consumers are becoming more globalized and willing to purchase foreign goods.

One side argues that:

...capitalism, global transport, communications, marketing and advertising, and transnational cosmopolitanism are interacting to dissolve the boundaries across national cultures and economies (Ger 1999) and, in the eyes of many (e.g., Alden, Steenkamp, and Batra 1999; Firat 1995; Hannerz 1990; Ter Hofstede, Steenkamp, and Wedel 1999), accelerating the emergence of a homogeneous global consumption culture
(Cleveland et al. 2009, p. 116).

The other camp theorizes that despite the deluge of international influences experienced by the typical consumer, it is the local culture that influences the patterns of consumption. De Mooij (2004) argues that the strong push for globalism has resulted in consumers' increasingly resolved attachment to local cultures thereby thwarting the appeal of foreign-made goods (Cleveland et al. 2009). Unfortunately, the scarcity of empirical studies in this area has made it difficult to determine which side has the correct point-of-view. Perhaps both camps are correct and that consumers can be segmented using this divide. However, in order for us to identify the varying segments of consumers relating to willingness to purchase global products we must first have the

tools to measure the appropriate constructs. To date, marketers have only a small repertoire of such scales and not enough to adequately measure all the latent variables that influence the purchase of foreign goods. It is clear that further research investigating the influences of attitudes towards global products is in order and we believe that the first appropriate step is to enhance the range of scales available.

De Mooij (2004) makes the argument that the traditional methods of segmenting consumers by economic or demographic attributes is not as powerful as what could be learned by slicing consumer segments according to the pertinent psychographic attributes. Steenkamp, Ter Hofstede, and Wedel (1999) take a similar stance and argue that for marketing managers to effectively match the correct products with the appropriate consumers the international marketer must use a consumer-oriented strategy that takes into account the attitudes of the consumer. We couldn't agree more but again, feel that in order for this to be achieved; we must first have the ability to measure the appropriate constructs, specifically in the consumer framework.

2.1 Attitude Theory, Affect and Cognition

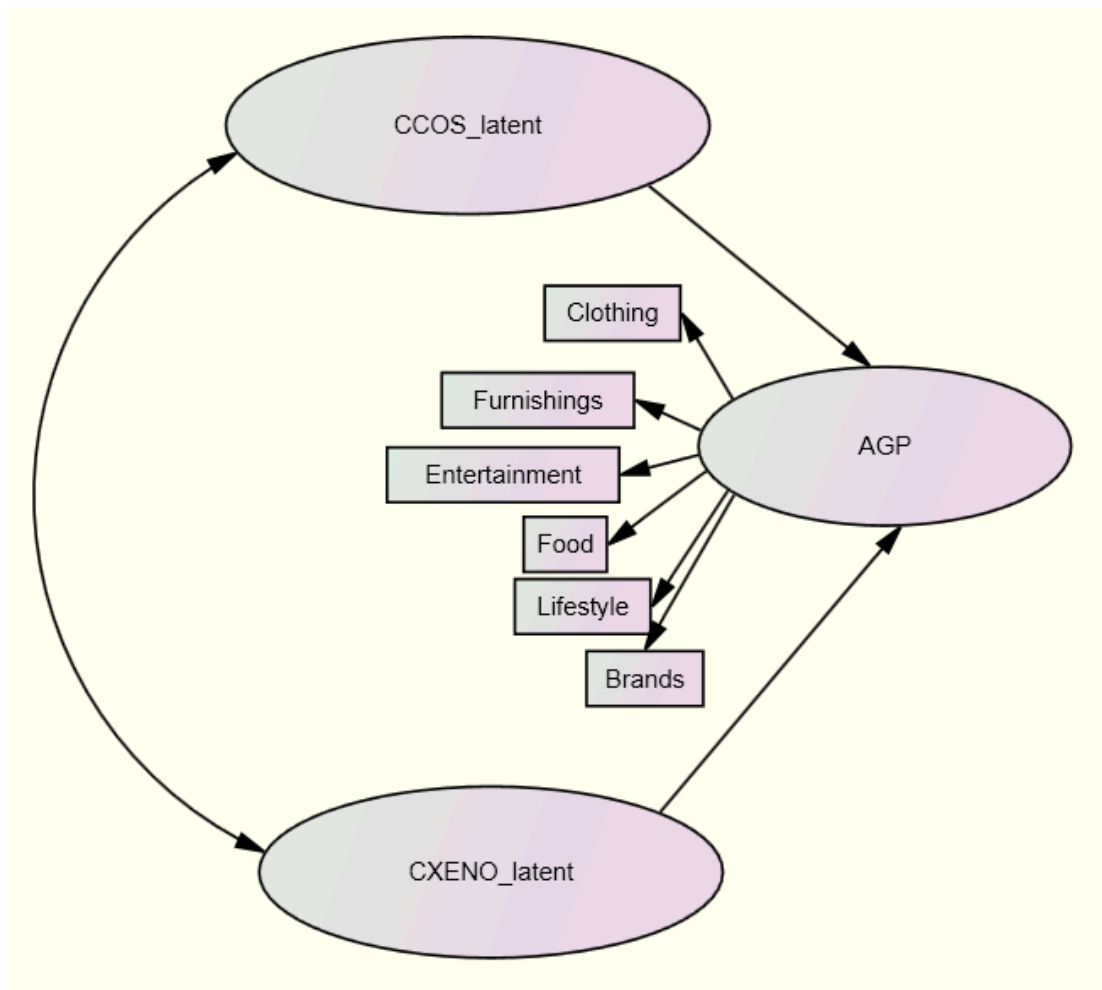
Our primary interest in having the scales we propose is for us to be able to better detect the way that these constructs contribute to a consumers' formation of attitudes towards global and local products. Therefore, before we look closer at the constructs of interest it might be best to ground ourselves in the literature on the attitude formation topic. In their seminal work, Fishbein and Ajzen (1975, p.6) define attitudes as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object". This is similar to Katz and Stotland's (1959, p. 428)

definition of the construct, which is described as “...an individual’s tendency or predisposition to evaluate an object or the symbol of that object in a certain way”. Attitudes can be complex when multiple attitudes are felt toward a single object. Wilson, Lindsay and Schooler (2000) and Azjen (2001) suggest that people can hold multiple attitudes towards a single object or subject. When a new attitude is formed it does not take the place of the existing attitude but instead the new attitude may coexist with the existing one. Even when the multiple attitudes are in conflict, the overall impression will essentially be the result of the weighted sum of the individual attitudes. To incorporate some of the constructs discussed in this paper, it is not implausible for a consumer to feel ethnocentric while at the same time having a certain degree of cosmopolitanism even if the constructs appear to be in conflict. For instance, the cosmopolitan attitude of a consumer might influence him to assess the product objectively with “world-minded” standards of quality. The ethnocentric attitude might contradictorily reflect upon how a product that is sourced locally will benefit the local economy. The xenocentric consumer may feel influenced to purchase products from the non-native social group or country with which he is centered. It is up to the consumer to weigh the importance of these three constructs (along with many others, perhaps) in forming an overall attitude regarding his intent to purchase.

The more recently conceptualized attitude theory model is captured in two-components of attitudes. The two components of this model are the cognitive (information the person holds about the object) and the affective (feelings toward the object) components. The two-component model is in contrast to the three-component or tripartite view, which also includes a conative (intended behavior) component. Bagozzi and

Burnkrant (1979, p. 915) state that the affective component “measures the degree of emotional attraction toward an attitude object”, and the cognitive component “accounts for the perceived relationship between attitude object and other objects or concepts”. Figure 2-1 shows how the Consumer Cosmopolitanism (CCOS) and Consumer Xenocentrism (CXENO) constructs can be seen as precursors to an individual's attitude towards global products (AGP) to use the term developed by Steenkamp and DeJong (2010). The model in Figure 2.1 shows CCOS as CCOS_latent because the CCOS is a latent variable that will be measured using the scale items that are created in this work. The same applies to CXENO_latent. AGP is an established scale containing six items that influence the overall AGP latent variable. The six scale items of the model assess the respondent's attitudes towards, clothing, furnishings, entertainment, food, lifestyle and brands as they relate to global consumption.

Figure 2.1.

Proposed Model of CCOS and CXENO influencing AGP

We aim to investigate how these specific affects influence attitude toward global products. In looking exclusively at the affective components of attitude, we are purposely excluding Country of Origin (COO) biases from our analysis.

Traditional COO stereotyping is mostly the result of the cognitive component of national identity (what we think we know about the quality of the products from foreign countries). The consumer xenocentrism and consumer cosmopolitanism constructs largely tap the affective component of national identity (emotional attachment, sense of

belonging, importance placed on membership, commitment to country) (Mueller and Broderick, 2010). The affective and cognitive components of attitude formation are conceptually separable despite them being closely related. (Brewer and Kramer, 1985). A good example of the cognitive component being trumped by the affective component (manifested as animosity) is the Johansson et al. (1985) example of Jewish consumers' avoidance of German-made products despite their appreciation for the high quality of those products.

The purpose of this work is to further clarify the relationship between affect and attitude, specifically in the context of attitude toward global products. We intend to do this, in part, by developing the constructs that describe the affective influences of attitudes towards global products. Specifically, we look to create scales to measure the undeveloped constructs that could be used to measure the affects that contribute to positive or neutral feelings towards products developed by an out-group.

2.2 Country-of-Origin (COO) biases

Before discussing the constructs that influence consumer's attitude to global products we should first investigate the importance of a favorable attitude towards the products of a certain country. This country of origin bias is well documented in the literature (Baughn and Yaprak 1993; Papadopoulos and Heslop 2003) and a brief synopsis of the work done will be helpful in understanding its importance to global marketers. Country-of-origin is usually defined as "the country with which a firm is associated" (Gillespie, Jeannet, and Hennessey 2007, p. 195). COO is a perceived construct, such that the country a consumer associates with a firm or a product does not necessarily

have to be the actual country-of-origin. For instance, many Volkswagen cars are built in Mexico. For many consumers who purchase one of the Mexican-made Volkswagens, they will still tie the German roots of the Volkswagen brand to the product. Therefore the COO image of these vehicles for most consumers will be Germany despite the vehicle being manufactured in Mexico. Clearly such an image is typically advantageous given Germany's strong reputation for manufacturing high quality vehicles relative to Mexico's. However, such an image may instead have a negative impact on the purchase intentions if the consumer has negative associations with Germany.

The COO stream of literature is rich, with empirical work dating back over a half of a century. Dichter (1962, p. 116), argues that the country-of-origin of a product may have a "tremendous influence on the acceptance and success of products". Schooler (1965, p. 396) discusses the empirical findings of his work by noting the "significant differences in the evaluation of products, identical in all respects except the name of the country appearing on the label." This should not, likely, come as a great surprise as we might view COO as signal of quality in the same way that a particular brand image might act as cue for quality. Klein et al. (1998, p. 89) note that "it is possible, however, that a product's origin (signaled by the place of manufacture and/or brand name) will affect consumers' buying decisions directly and independently of product judgments". The CCOS and CXENO constructs investigated in this research focus not on how COO influences perceptions of quality, but instead on how COO influences purchase intentions *without* necessarily influencing perceived quality. The sums of these constructs and some related constructs such as consumer ethnocentrism (CET) are referred to as the affective component of attitude formation. Verlegh and Steenkamp (1999, p. 523)

clarify this phenomenon in stating “that country of origin is not merely a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories”.

2.2.1 The affective components of COO biases

Jaffe and Nebenzahl (2006) raised the importance of investigating the various attitudes that bias consumers towards different countries-of-origin. They first segment consumers’ attitudes into two broader categories according to specificity: (1) attitude towards foreign products in general and (2) for products from specific countries of origin. The first of Jaffe and Nebenzahl’s (2006) segments are the topic of interest for this study as we are looking at clarifying the constructs that explain why certain consumers might have generally neutral or favorable feelings to foreign products. The authors further break down these two segments according to their reluctant, neutral, or favorable dispositions towards foreign products as is illustrated in Table 2-1.

Table 2-1

Jaffe and Nebenzahl's (2006) segmentation of consumer attitudes towards foreign products

	Attitudes to Foreign Countries in General	Attitudes to Specific Foreign Countries
Reluctant to Foreign Products	Consumer Ethnocentrism (Shimp, 1987)	Consumer Animosity (Klein, 1998)
Neutral to Foreign Products	**Consumer Cosmopolitanism (Cannon and Yaprak, 2002), C-COSMO (Riefler et al. 2012)	None
Favorable to Foreign Products	**_Consumer Xenocentrism (Kent, 1951), / Consumer Xenophilia (Perlmutter, 1954) -Consumer Internationalism (Kosterman and Feshbach, 1989)	Consumer Affinity (Oberecker, 2008),

** Cells of interest to be studied in this dissertation.

In this study, we will further explore the left column of Table 2-1, which describe the constructs which might bias a consumer's choice between foreign and domestic goods. Those constructs are: Consumer ethnocentrism; Consumer Cosmopolitanism; Consumer Xenocentrism; and Consumer Internationalism.

2.3 Constructs of Interest

Consumer attitudes can be influenced both negatively and positively by a variety of constructs. It is therefore appropriate that we discuss the constructs that aid in consumers' decisions to buy products from various countries of origin. Having a better understanding of these constructs can help marketers determine why some consumers show affinity towards foreign products while other superficially similar consumers might show an aversion to these same foreign products.

2.3.1 Consumer Xenocentrism

Xenocentrism is defined as “individuals who prefer a society other than their own and who rate and scale everything in reference to it and not to their own.” (Kent and Burnight , 1951). There are a number of reasons why consumers might feel an attachment to other societies. The most relevant reason for a high degree of xenocentrism, given the ever-increasing heterogeneity of demographics in the U.S., is consumers’ attachment to the land of their ancestry. Kent and Burnight (1951), the pioneers of the xenocentrism construct, are very clear that this term applies to second and third generation Americans with strong cultural ties to their land of ancestry. They state:

One also finds persons manifesting some xenocentric feelings among a small minority of second- and third-generation Americans who idealize the land of their fathers, justify its every act, disparage American culture in comparison with it, and set up this foreign culture as the supreme arbiter for all other cultures. While it may be contended that psychologically and emotionally these persons are members of a foreign society rather than of America, the fact remains that legally and nominally and for all practical purposes they are Americans and must be so considered.

(Kent and Burnight , 1951, p. 256)

Another common reason for an individual to display high levels of xenocentrism is a dislike for the public policies of the government of one’s country. A person’s strong opposition to the political actions of a one’s country might lead the individual to be attracted to and become centered with a country whose actions are in line with one’s moral or political beliefs. (Belk, 1982) Ethnocentric tendencies are pervasive in all societies and Kent and Burnight (1951) argue that among societies that have contact with dissimilar groups, certain individuals are predisposed to exhibit feelings which are the opposite of ethnocentrism. Such xenocentrism “are centered in a foreign group and may

even have a strong dislike for their own kind. An essential part of both ethnocentric and xenocentric feelings is their subjective nature. One who is ethnocentric sees virtues where none exist; one who is xenocentric sees faults where none exist. In either case, perception is biased by a mental set” (Kent and Burnight, 1951 p 256-257). In the same way that ethnocentrism results in a bias towards the domestic, xenocentrism results in a bias against the domestic, implying a comparative bias for the foreign.

There is little distinction between xenophilia and xenocentrism, where xenophilia is to have a love for the out-group while the xenocentric is centered in the out-group. Merton (1972) distinguishes xenophilia from xenocentrism and feels that the xenocentrism construct should be without evaluation. Merton’s interpretation of xenocentrism, which implies association but no evaluation, is in contrast to Kent and Burnight’s (1951) which carries with it a negative evaluation of the in-group compared to the reference group. The implied negative relative evaluation when using the term xenocentrism is widespread. This is evidenced by the Merriam Webster dictionary definition of xenocentrism: “oriented toward or preferring a culture other than one’s own.” Here, you can see the implied negative evaluation of the in-group when compared to the out-group that is tied to the construct. We will, therefore also imply a negative relative evaluation in our interpretation of xenocentrism when defining consumer xenocentrism.

The related xenophilia construct is defined as “love for strangers and foreigners ... and an implicit or explicit disrespect for or hatred of one’s own sociological reference group” (Perlmutter 1954, p. 293). The definition leaves open the possibility for hatred towards one’s own reference group, but this does not need to be the case. A less extreme form of xenocentrism would just be a preference for the out-group when com-

pared to the in-group. Suppose an Italian-born naturalized U.S. citizen is watching a World Cup soccer match of Italy vs. the U.S. If this fan finds he is cheering for Italy we would consider him to be xenocentric to a certain degree. This is not to say he hates the people of the U.S. (though he may) but he has a preference for what is now the out-group.

Oberecker and Riefler, and Diamantopoulos (2008) identify xenophilia as a possible antecedent of the consumer affinity construct. The consumer affinity construct could be summarized as an emotional attraction to the goods of a specific foreign country.

In their description of the various types of groups which might exhibit such feeling in the U.S. Kent and Burnight (1951) raise many examples that are as relevant today as they were in 1951, if not more. Certain early generation Americans may still feel a connection with their land of ancestry, despite their American citizenship and perhaps having never been to the country with which they feel an alliance. This is especially relevant now as the U.S. becomes increasingly diverse. Leading this charge in the growth of non-Caucasians is the Hispanic population, which had reached a population of over 48 million according to the 2010 census data. It is projected that by 2050 the Hispanic population will account for 30 percent of the U.S. population at over 130 million.

Take, for instance, the City of Ontario California. According to the 2010 census it had a population of approximately 164,000. 69 percent, or 113,000 of these people consider themselves to be Hispanic or Latino with almost all of this proportion having ancestry in Mexico. Clearly there is a strong Hispanic community with traces to Mexico

in this American city. Though the vast majority of these consumers are American by all legal definitions will they view “American Made” products as products made by the in-group or will they view the “Made in Mexico” goods as a product made by the in-group. If even a portion of these residents feels that the Mexican made products are the products made by their in-group than this would represent a large number of Xenocentric consumers- American consumers that are Mexico-centric. When one extrapolates this example to all of the communities across the U.S. that have communities with strong ties to their ancestral country it is not hard to imagine that this could represent millions of xenocentric consumers living in the U.S.

Stronger feelings of xenocentrism might come from the rejection of one’s own culture. Such a sentiment is somewhat common among young adults and college students who have extensive contact with other cultures. These feelings might be a result of disagreement with domestic politics. The mass-opposition of the US Vietnam war resulted in large segments of the U.S. population eschewing domestic goods in favor of products from countries that were critical of the U.S. stance. Volvo, a Swedish-made product was seen by some as a symbol of opposition to the Vietnam war. (Belk, 1982)

Working from Kent and Burnight’s (1951) definition of Xenocentrism we define consumer xenocentrism as “individuals who prefer the products or services of a society other than their own and who rate and scale all products and services in reference to it and not to their own society.” We would therefore define consumer xenocentrism as: An individual’s preference for the products or services of a society other than their own. A propensity to rate and scale all products and services in reference to this foreign society and not their own.

2.3.2 Consumer Cosmopolitanism

Consumer cosmopolitanism (CCOS) has been looked upon as a consumer characteristic that could account for indifference, if not preference for foreign products (Cannon and Yaprak 1993). We believe that a good working definition of consumer cosmopolitanism is: a consumers' openness to new ideas and a tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence (Cannon et al, 1994). Hannerz, (1992, p. 252) describes cosmopolitanism as "a willingness to engage with the Other, an intellectual and aesthetic stance of openness toward divergent cultural experiences". Authors routinely describe consumers high in CCOS as being neutral or indifferent towards foreign products (Jaffe and Nebenzahl 2006, Oberecker et al. 2008). However, while the cosmopolitan consumer may not have a bias toward any particular country their "conscious openness to the world and to cultural differences" (Skrbis, Kendall, and Woodward 2004, p. 117) makes them willing to try products that are not the cultural norm. If we assume that these products, which go against the cultural grain, are not domestic then we can predict that the cosmopolitan consumer will be more likely to purchase foreign products due to their active desire to consume cultural differences (Thompson and Tambyah 1999). Cleveland et al. (2009) concur with this notion in stating "Because cosmopolitans perceive themselves as less provincial and more international (Hannerz 1990), presumably they would be more responsive to global consumer culture positioning strategies (Alden, Steenkamp, and Batra 1999) and, thus, more likely to choose products from other cultures and places."

Despite this interest, the extant literature is largely theoretical and there is lim-

ited empirical work on the topic. Riefler and Diamantopoulos (2009) attribute this in large part to the lack of a widely accepted scale for the construct. The existing CYMYC scale, which is intended to measure consumer cosmopolitanism (Cannon et al. 1994) fails to give adequate reliability scores for it to be useful and seems to have difficulty measuring the construct for which it was intended. Riefler and Diamantopoulos (2009), additionally, raise questions regarding the dimensionality and the nomological validity of the CYMYC scale. Despite their attempts to replicate the creation of the CYMYC scale in hopes of bolstering its usefulness, they are unable to approach the statistical benchmarks needed of a useful scale. Riefler and Diamantopoulos (2009 p. 414) make a strong summary case for the need for a new CCOS scale in stating that :

“a key reason for the lack of empirical research is the absence of a psychometrically sound measure of consumer cosmopolitanism. While the majority of existing cosmopolitanism scales is too broad to be useful for marketing applications, the only scale developed with the latter purpose in mind suffers from poor content validity, unclear dimensionality, low internal consistency, and questionable construct validity. This might explain why the marketing literature has not widely adopted the CYMYC scale in empirical research efforts.”

Soon after Riefler and Diamantopoulos' (2009) call for a new scale, Cleveland et al. (2009) created a reliable cosmopolitanism scale. This new scale, however, does not measure cosmopolitanism from the consumer perspective and is therefore more of a cosmopolitanism scale than a consumer cosmopolitanism scale. Some items of this scale include: (COS1) I enjoy exchanging ideas with people from other cultures or countries; (COS2) I am interested in learning more about people who live in other countries; (COS3) I enjoy being with people from other countries to learn about their views and approaches; (COS4) I like to observe people of other countries, to see what I can learn from them.

Riefler et. al (2012) also introduced a three-dimensional version of a consumer cosmopolitanism scale. This scale will be addressed in a subsequent section of this chapter.

2.3.2.1 Justification for replacing the CYMYC scale

Despite the fact that there are now two Consumer Cosmopolitanism scales existing in the literature in the form of the CYMYC scale (Cannon et. al 1994) and C-COSMO (Riefler et al., 2012), we believe that a new scale is in order for several reasons. Regarding the CYMYC scale, Riefler and Diamantopoulos (2009) thoroughly discuss the reasons that the CYMYC scale has never been fully accepted as a tool for accurately assessing consumer cosmopolitanism. They trace problems relating to the scale's dimensionality, reliability and validity. In critiquing the Cannon et al. (1994) scale, we too investigate these same three weaknesses.

Dimensionality

The CYMYC scale was created with four dimensions which were not in agreement with the exploratory factor analyses that were conducted and none of the data-collection samples indicated that the scale items that were created comprised of four factors. Riefler and Diamantopoulos (2009) attempted to repurpose the scale items of the CYMYC by identifying an alternative dimensional structure but were not able to make good use out of the existing scale items, stating that the “results of the factor analyses are alarmingly diverse...” Riefler and Diamantopoulos (2009 p. 410).

Reliability

The Cronbach's alpha score of the 24 item CYMYC scale was reported by Cannon et al. (1994) as $\alpha=.57$ while the further refined 17 item version showed internal consistency values of $\alpha=.68$. These coefficient alpha scores are less robust ($\alpha=.35$ and $\alpha=.49$ for the 24 and 17 item scales, respectively) when the same tool is used by Yoon et al. (1996). Riefler and Diamantopoulos' (2009) attempt, using an Austrian sample, resulted in similarly unreliable internal consistency values when using the 24 item scale on two different samples ($\alpha=.42$ and $\alpha=.47$). For psychometric purposes, these alpha values are generally considered to be very poor. For personality tests Devellis (1991) suggests that an alpha value of greater than .7 is acceptable. Interestingly, he omits this threshold in the (2011) revision to the scale development guidebook. As Yoon et al. (1996) suggest, the lack of unidimensionality and the poor indicators of reliability likely go hand in hand which is why it is generally recommended (Gerbing and Anderson 1993; Clark and Watson, 1995) that unidimensionality be achieved before testing for reliability- something that was not done for the CYMYC scale. Had unidimensionality been achieved, the CYMYC scale would not have suffered from very low and sometimes negative inter-item correlations within the scale as reported by Riefler and Diamantopoulos (2009).

Validity

The thorough investigations conducted By Riefler and Diamantopoulos (2009) show that there are large inconsistencies regarding the predictive abilities of the scale.

“For example, one study finds a positive relationship of consumer cosmopolitanism and education, while another study does not observe any significant link. The only hypothesis consistently supported throughout all three studies is the one on metropolitan living, indicating that people living in metropolitan areas and thus being heavily exposed to international influences, tend to be more cosmopolitan than people residing in rural ar-

eas.” (p 412)

Though we might not expect all of the CYMYC scale items to correlate negatively with the CETSCALE, given that only five of the 24 items in the scale significantly correlated (negatively) the nomological validity of the scale is questionable.

Given the aforementioned psychometric problems with the CYMYC scale, it becomes increasingly clear why this scale has not been embraced in the literature. We believe that given a consumer cosmopolitanism scale that is created using the accepted scale creation techniques, researchers will be able to expand the use of the consumer cosmopolitanism construct. From a theoretical standpoint, the increased research in the CCOS domain will lead to a greater understanding of the influences of attitudes towards global products. One practical implications of being able to accurately measure consumers' level of cosmopolitanism is that managers will have the ability to segment consumers based on CCOS characteristic allowing for more customized methods of reaching audiences with global products.

2.3.2.2 Justification for a competing scale vs. the C-COSMO scale

Riefler et al. (2012) introduced their C-COSMO scale to help fill the void for a psychometrically sound consumer cosmopolitanism scale. They have done a very nice job of using modern scale creation and validation techniques to create the new scale. Therefore, unlike the CYMYC scale, where it is the psychometric properties of the scale that are the main concern, the source of our concern regarding the C-COSMO scale is the three-dimensional conceptualization of the consumer cosmopolitanism construct.

The authors define their interpretation of consumer cosmopolitanism using a three-dimensional, second order construct. Specifically Riefler et al (2012, p.3) define consumer cosmopolitanism as:

...the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign countries.

The entire collection of items used to measure the three constructs included in the C-COSMO scale are detailed in Appendix A. I would, however, like to outline the items that Riefler et al. (2012) included in the first construct, open-mindedness.

Open-mindedness

- When traveling, I make a conscious effort to get in touch with the local culture and traditions.
- I like having the opportunity to meet people from many different countries.
- I like to have contact with people from different cultures.
- I have got a real interest in other countries

The entire construct is not consumption related and raises the question of whether this construct and the included items should be included in a scale that is intended to measure consumption behavior.

With these 4 items removed, we feel that the dimensionality of the C-COSMO scale may look somewhat different. We, therefore, are not totally convinced that the dimensionality of the C-COSMO scale. We also question the casual dismissal of consumer cosmopolitanism being viewed as an attitude. Riefler et al. (2012) focus on Fishbein and Ajzen's (1975: p. 6) definition of attitude, which involves responding "in a consistently favorable or unfavorable manner with respect to a given object". Riefler et

al.(2012) argue that the purchase of foreign vs. domestic goods does not constitute a specific enough object to justify an attitudinal perspective. We disagree and feel that the distinction between purchasing foreign and domestic products is something with which consumers can form an attitude even if it does not constitute a specific physical object. We are not alone in seeing the cosmopolitan construct as one being based in attitude (Jaffe and Nebenahl, 2006; Yegenoglu, 2005) and, therefore, feel it is appropriate to explore the construct from the attitudinal perspective.

2.4 Related Constructs

Discussed in this section are constructs that have similarities to those of interest in this piece. We'd like to clarify the definition and uses of these other constructs so that we may better understand how the CXENO and CCOS constructs are different and offer further explanatory power to the marketer.

2.4.1 Consumer Ethnocentrism (CET)

Of the constructs of interest in Table 2-1 only CET has a valid, reliable and commonly accepted scale that is specific to consumption. Shimp and Sharma (1987) popularized the concept of CET in their creation of the consumer ethnocentrism scale (CETSCALE). They defined Consumer Ethnocentrism as "the beliefs held by consumers about the appropriateness, indeed the morality of purchasing foreign-made products". Highly ethnocentric consumers view the purchasing of foreign goods as wrong because of its adverse affects on the local economy (Shimp and Sharma, 1987). Consumers low in ethnocentrism are more likely to evaluate a product based strictly on its

merits. CET is not just an economic issue, but is seen as a moral issue among highly ethnocentric individuals and therefore contains a strong normative tone.

It is important that CET is regarded as an independent construct from the often-associated country-of-origin (COO) bias. The ethnocentric consumer has a more general avoidance of all foreign products and does so for more normative and patriotic reasons. COO biases are cognitive in nature and are aimed at specific countries and therefore, the effect will vary from country to country. To use Hershe's (1992) example, a highly ethnocentric consumer will be equally turned off by both French and Japanese wines because they are both foreign products and she would feel that she ought to buy wine from her home country. A different American consumer with low levels of CET might prefer the French wine to his domestic product, but might prefer the domestic wine to the Japanese product due to his COO bias towards French wines (but not Japanese) given France's strong reputation for producing excellent wine.

The practical consequence of CET is a propensity to overestimate domestic goods and to underestimate foreign goods (Shimp and Sharma, 1987). There is empirical evidence to support such a claim, but the degree to which CET influences consumption behavior varies greatly. In Steenkamp's and de Jong's (2010) study, which introduced the multi-construct "attitude toward global products" (AGP), CET was among the most influential of the constructs included. Shimp and Sharma's (1987) study showed that consumers low on the CETSCALE evaluated products based on the products' attributes themselves whereas those high on the CETSCALE evaluated products based on their perceived impact on the local economy. Hersche (1992) found that CETSCALE scores were a better predictor of foreign purchase intentions than the

consumers' demographics and there are a large number of other studies which show a significant relationship between increased levels of CET and less favorable attitudes towards foreign goods.

It is important to clarify that Consumer Ethnocentrism and the other three consumer constructs of interest (CCOS, CXENO, and Consumer Internationalism (CINT)) do not represent opposing poles of the same construct. To demonstrate this, we can imagine a consumer that might have similar levels of each construct. For instance, imagine a consumer who has a very low level of ethnocentrism. This person does not think that purchasing foreign products is immoral. We might also imagine that this consumer does not fit the description of any of the other attitude segments. He does not have a conscious openness to world cultures and is therefore not high on CCOS. He does not look to specifically make foreign purchases and is therefore not high on the CXENO or the CINT constructs. It would appear that this consumer makes no special consideration with regard to whether or not the product is foreign or domestic. They might instead focus only on other important aspects of the product, such as price or quality with no regard to the products country of origin. The point is that if this consumer can be at once low in CET and low in the other three constructs than they cannot represent opposing poles of the same construct.

We might also look at a consumer who is highly ethnocentric. He becomes slightly annoyed when he sees that his neighbor has purchased a foreign-made car and feels that it is his moral obligation to purchase domestic-made goods for the health of the local economy. However, after returning from a business trip in Scotland he finds that he has a new-found appreciation for fine single malt Scotch. He finds himself

purchasing this new favorite spirit in place of his typical American-made Bourbon. His openness to trying the best products from other countries shows signs of CCOS while his continued annoyance with his neighbor for buying a BMW shows signs of high levels of CET. Again, if this consumer can show high levels of both CET and CCOS than these are independent constructs as opposed to opposite positions of the same construct.

If they are not the same construct, there should be independent scales to measure each of these independent constructs, which is why we feel there is such a great need for the CCOS and CXENO scales.

The extant body of CET literature has become quite large since Shimp and Sharma (1987) popularized the concept with the creation of the CETSCALE. There has been a large variety of studies that have investigated the interaction between a consumer's level of ethnocentrism and their evaluation of foreign products. We argue that the construct is perhaps overused in relation to the other general predictors of attitude toward foreign goods discussed by Jaffe and Nebenzahl (2006). Though CET may be the most important of these constructs, it is often treated as though it were the only one with any predictive ability. There seems to be instances when CET is not a particularly good predictor of consumers' decisions between foreign and domestic products. There is also some debate regarding the overall predictive validity of the CETSCALE. Contrary to other findings, Balabanis and Diamantopoulos (2004) show that the CET construct is not effective in explaining the purchasing of foreign goods despite its effectiveness in predicting the consumption of domestic goods. This further exemplifies the

need for properly developed constructs predicting a favorable bias towards foreign goods among consumers.

We argue that the Consumer Cosmopolitanism, Consumer Xenocentrism and (eventually) Consumer Internationalism constructs should be explored as predictors of such attitudes. It is from this standpoint that we propose the creation of these new scales: Consumer Cosmopolitanism (CCOS); Consumer Xenocentrism (CXENO).

2.4.2 Consumer Animosity

The consumer animosity construct was introduced by Klein et al. (1998) for relating the tensions between nations to the consumers' buying behavior. Klein et al. (1998, p. 90) define the construct as "the remnants of antipathy related to previous or ongoing military, political, or economic events". They note that the consumer animosity construct can be traced to multiple sources. The sharing of a common, friendly border such as the one between Canada and the U.S. might lead to a benign rivalry. On the other extreme, we might expect to see intense animosity as a result of more serious military events or economic or political conflicts such as the the avoidance of German-made products among the Jewish population (Klein et al. 1998). We might, additionally, expect to trace consumer animosity towards countries that are seen as being involved in unfair business or trade practices. Riefler and Diamantopoulos (2007) note that cultural dissimilarities between the involved countries tend to exacerbate consumer animosity.

Ang et al. (2004) identify four subdivisions of animosity: stable versus situational and personal versus national. In using the term stable animosity, the authors refer to

negative feelings developed from historical economic or military events, which are passed on and remain stable from generation to generation, even if individuals do not have personal experiences with these events. Situational animosity, however, concerns negative feelings that are linked with a specific circumstance. The third type of animosity, personal, refers to personal experiences with the foreign country or its inhabitants that lead to animosity. On the contrary, national animosity deals with the perceptions on how the home country is treated by the foreign country.

Klein et al. (1998) find that animosity does not have a significant effect on the perceived quality of a product from a specific country. Instead, it is hostility toward the involved country that results in the rejection of products from the country that is the focus of the animosity. Note how this is different from negative COO biases which tend to reject products due to their perceived low quality. Klein et al. (1998) also make distinctions between war-based and economic based animosity. While the reasons behind war-based animosity can likely go without explanation, the economic-based animosity may be attributed to three sources according to Riefler and Diamantopoulos (2007). These sources are: trade practices that are deemed unfair to the home country; economic power of the foreign country, and the foreign country being viewed as an unreliable trading partner.

Verlegh and Steenkamp (1999) note that actions resulting from animosity can also be seen as an amoral action, meaning that consumers try to force their point by deciding to, in the case of animosity, avoid products from the respective country. The construct has proven to be useful in explaining the consumption behaviors of consumers taking stock of various foreign goods. Klein, et al. (1998, p. 90) state that the con-

sumer's measure of animosity can be a "significant predictor of consumers' willingness to purchase foreign products". It should be noted that consumer animosity is country-specific and does not apply to foreign countries in general (Riefler and Diamantopoulos 2007).

2.4.3 Consumer Affinity

The literature on the consumer affinity construct, which is based on favorable attitudes towards a country, is in its infancy. Jaffe and Nebenzahl (2006) introduce the concept of consumer affinity as a basis for the segmentation of consumers. Oberecker, Riefler, and Diamantopoulos (2008, p. 26), define consumer affinity as:

"a feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an in-group as a result of the consumer's direct personal experience and/or normative exposure and that positively affects the consumer's decision making associated with products and services originating from the affinity country".

The consumer affinity construct is largely based upon Ashforth and Mael's (1989) social identity theory. Social identity theory posits that people classify themselves into a multitude of social categories to which they feel that they belong. These classifications might be based on age, gender, race, and country of origin, to name a few. Based on the individuals' placement into these groups, people will place others into in-groups or out-groups. In-groups are those that the individual feels they belong to and the out-group are those that they feel they don't belong to and are considered "antithetical to the in-groups" (Durvasula, Andrews, and Netemeyer 1997, p. 75).

Oberecker et al. (2008) note that the literature assumes the in-group is preferred over the out-groups. However, they argue that it is possible for there to be an attraction

towards various other specific out-groups. Oberecker et al. (2008) note that the consumer affinity construct is purely affective with regard to a specific country and does not encompass an overall preference for foreign products –only products from specific countries with which the consumer has emotional attachment.

2.4.4 Consumer Internationalism

Internationalism, as described by Kosterman and Feshbach (1989) reflects a person's concern about other nations' welfare and empathy for people of other countries. Internationalism was originally seen as a portion of a two-pole construct from nationalism to internationalism where nationalism represents affect for one's own country. However as Doob (1964) points out "there is no reason to suppose that the personality traits associated with love of country are the same as those connected with hostility toward foreign countries or foreigners"(p. 128). The consumer internationalism construct can be illustrated by looking at a relatively new shoe company that has based its business model on certain consumers' desire to help those less fortunate. TOMS shoes donates a pair of shoes for every pair that is purchased. Their story is summarized as follows:

In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need.

One for One.

Blake returned to Argentina with a group of family, friends and staff later that year with 10,000 pairs of shoes made possible by TOMS customers.

TOMS Shoes is a for-profit company with giving at its core. With our One for One mission, TOMS transforms our customers into benefactors, which allows us to grow truly sustainable giving efforts rather than depending on fundraising for support. This model has enabled us to give more shoes at a rapid rate and created thousands of customer-philanthropists along the way. (toms.com/faq Jan 23, 2012)

The internationalist business model proposed by TOMS shoes has been so successful that it has recently been duplicated by major shoe maker Skechers with its line of shoes called “BOBS” which operate on the same “one for one” premise. TOMS line of eye-glasses has recently been introduced and are also expected to be a success. It seems that the internationalist consumer has been pent up and with these highly marketed efforts, there may be a rise in the number of retailers that will try to tap into the internationalist consumer as a means of increasing sales.

Kosterman and Feshbach (1989) created an internationalism scale but like Cleveland et al.’s COS scale it is not in the consumer context. We, therefore, see this as an interesting area for further study as well as a possible future scale development project.

For the sake of this exercise, we will focus on the CCOS and CXENO scales as we feel that taking on more than two scales at once may prove to be too large of an exercise to do at once both in terms of the effort required as well as in terms of the number of questions that can be realistically asked of a scale development sample. This is not to minimize the importance of the CINT construct in helping to explain the purchase behaviors related to foreign goods. We see the creation of the CINT scale as an exciting area for future work.

2.5 Construct Definitions

Table 2-2.

Definitions of the relevant constructs for the CCOS and CXENO scale creation project.

Construct	Definition
Cosmopolitanism (Scale Exists)	<ul style="list-style-type: none"> • “A conscious openness to the world and to cultural differences” (Skrbis, Kendall, and Woodward 2004) • “Willingness to engage with the Other, an intellectual and aesthetic stance of openness toward divergent cultural experiences” (Hannerz, 1992)
Consumer Cosmopolitanism (Unacceptable Psychometric properties- Cannon et al. Questionable dimensionality and theoretical grounding- Riefler et al.)	<ul style="list-style-type: none"> • An openness to new ideas and tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence. (Cannon et al, 1994) • Multidimensional construct reflected in a set of three dimensions, namely open-mindedness, diversity appreciation, and consumption transcending borders. (Riefler et al., 2012)
Attitudes toward Global Products (Scale exists)	Generalized attitudes to global brands. Comprised of multiple constructs. (Steenkamp and De Jong, 2010)
Xenophilia / Xenocentrism (Scale exists)	<ul style="list-style-type: none"> • The championing of things and people “foreign”, sometimes at the expense of things and people “local” (Perlmutter 1954) • The favorable orientation to non-membership groups. (Merton, 1972) • The love for the foreigner (Sichone, 2008)
Consumer Xenocentrism (No Scale)	An individual’s preference for the products or services of a society other than their own. A propensity to rate and scale all products and services in reference to this foreign society and not their own. (Adapted from Kent and Burnight, 1951)
Country of origin	The country with which a firm (or product) is associated (Gillespie, Leannet, and Hennessey, 2007)
Internationalism (Scale Exists)	Concern about other nations’ welfare and empathy for people of other countries. (Kosterman and Feshbach, 1989)
Consumer Internationalism (No Scale)	Desire to support the welfare of other nations through product consumption due to an empathy for people of other countries. (adapted from Kosterman and Feshbach 1989 def of Internationalism)
Consumer Ethno-	“the beliefs held by consumers about the appropriateness,

centrism (Scale Exists)		indeed the morality of purchasing foreign-made products” (Shimp and Sharma, 1987)
Consumer Ani- mosity (Scale Exists)		The country specific bias against foreign products due to the remnants of antipathy related to previous or ongoing military, political, or economic events (Klein et al. ,1998)
Consumer Affinity (Scale Exists)		The country specific bias towards foreign products as a re- sult of a feeling of liking, sympathy, and even attachment toward a specific foreign country. (Oberecker, Riefler, and Diamantopoulos, 2008)

In order for us to develop the CCOS and CXENO scales, which we have made a case for in the preceding sections, we must carefully follow the recommended procedures to avoid creating another scale that will not be accepted in the marketing literature. We have outlined the steps to creating such a scale in the following chapter.

Chapter 3 Scale Development Methods and Preliminary Procedures

A comprehensive scale development process that is recommended by Netemeyer, Bearden, and Sharma (2003) and Devellis (2011) was used for the creation of the CCOS and CXENO scales. The two scales were created in parallel due to the relatedness of the constructs as well as for purposes of increased efficiency of both time and resources. There is general agreement between the two sources with regard to the most appropriate techniques to be used and both sources provide a certain degree of flexibility in their recommendations. We also drew from various recent scale creation papers that have used robust techniques for creating their respective scales. Specifically, the methods used in the development of the following scales were used as guidelines: Haws and Bearden's (2011) Consumer Spending Self Control (CSSC) scale; the Frugality scale developed by Lastovicka et al. (1999); and the Compulsive Buying Index (CBI) developed by Ridgway, Kukar-Kinney and Monroe (2008). In the instances where there were discrepancies between the methods used by the various authors we attempted to choose the method which best fit the requirements while adding robustness to the process.

Table 3-1

The eight-step scale development process recommended by Devellis (2011)

Step 1: Determine what will be measured. This step includes the definition of the construct to be measured, including its different components.

Step 2: Generate an item pool. The researcher must generate a large pool of items that are candidates for eventual inclusion in the scale.

Step 3: Determine format of the measure. The researcher should consider and determine, based on the objective of the research, the response format to be used in the scale.

Step 4: Have the initial item pool reviewed by experts. Ask a group of people knowledgeable about the content area to evaluate the item pool.

Step 5: Include validation items.

Step 6: Administer the instrument to a sample.

Step 7: Evaluate the items based on responses of the sample. Evaluate the performance of the individual items so that appropriate ones can be identified to constitute the scale.

Step 8: Optimize scale length. Assess the validity and the reliability of the scale.

There are minor differences amongst authors when it comes to recommending the appropriate procedure. The general consensus among the authors listed is that the scale development process is conducted in the following manner: After a thorough literature review the construct as well as the content domain are defined. Thereafter, an initial pool of items is generated. This is followed by an expert screening of the existing scale items. From here the remaining items are given in the form of a questionnaire to a panel of subjects. This list of items is further refined using benchmarks for item-to-total correlations and factor loadings. Confirmatory factor analysis and reliability scores are used to further refine the scale items. Once the scale has been refined to the ap-

appropriate size it is further tested for unidimensionality and reliability. The scale will then go through a series of studies to test for discriminant, convergent and nomological validity.

3.1. The Construct Definitions

Potential components of the consumer xenocentrism (CXENO) and consumer cosmopolitanism (CCOS) constructs were identified by conducting a review of literature (see chapter two). The literature review yielded the following construct definitions:

Consumer Xenocentrism: An individual's preference for the products or services of a society other than their own. A propensity to rate and scale all products and services in reference to this foreign society and not their own.

Consumer Cosmopolitanism: A consumers' openness to new ideas and a tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence.

3.2 Item Pool Generation / Open-ended Pre-Test

The scale creation literature rates this step of the scale creation process as the most important of all and should be completed only after the authors have a thorough grasp of the construct for which they are trying to create their scale. As such, this process can only take place after a thorough review of the literature. (Devellis, 2011; Netemeyer, Bearden, and Sharma 2003). The generation of the item pool for the CCOS and CXENO constructs was based on three primary sources: the extant literature, the authors, and the open-ended responses from 68 student responses, 23 of whom were

graduate students. The open-ended pretest (Appendix B) was intended to elicit thoughts regarding the various ways and reasons that people show preference, indifference or disdain for foreign products.

Once refined and edited for redundancies the item generation exercises resulted in a list of 51 potential scale items. 24 of these items were created for the CCOS scale and 27 for the CXENO scale.

The individual items were generated with the various guidelines in mind, as outlined by Netemeyer, Bearden, and Sharma (2003) and Devellis (2011). The items were written with the intention that they would be read by individuals with the reading ability of 5th to 7th graders. Without sacrificing meaning, the items were attempted to be as brief as possible.

Items with double negatives were not incorporated into the item pool. For instance, items such as “I am not in favor of legislation to change campaign-finance laws” should be replaced with similar meaning, but less confusing items such as “I favor current campaign-finance laws”.

“Double-barreled” items are those that convey more than one idea for which the respondent might agree in a single response and should be avoided. An item such as “I don’t eat chocolate ice cream because I’m trying to lose weight” is double barreled because how would someone who doesn’t eat chocolate ice cream for reasons other than weight concerns answer this item? A negative response to this item might indicate that the respondent does eat chocolate ice cream or it might also indicate that the respondent doesn’t eat ice cream but not because he is concerned with weight but perhaps he might prefer vanilla.

With regard to the number of responses required, there appears to be some flexibility in the literature. The minimum recommended by Devellis (2011) under difficult circumstances is a pool size that is 50% greater than the final scale. However, two to four times the number of items in the final scale seems to be the general recommendation as well as what is being done in the empirical scale creation papers. Devellis (2011) indicates that when creating scales, the authors should balance the length of the scale such that it is long enough to ensure reliability yet not have so many items that it becomes cumbersome. The recent scale development papers have been developing scales that generally range from 6 to 12 items. Without having done the analysis of our items, we therefore expected our scales to have approximately 8 items each. We therefore feel that the 51 items (Appendix C) we have created is more than adequate for the two scales. Among the statements in the item-pool, a certain degree of redundancy is desirable as long as the items “share relevance to the intended variable and not in any other regard” (Devellis 2011 pg 80).

3.3 Determine the Format for Measurement

The CXENO and CCOS scales use a Likert scale format with five response categories that are anchored by “Strongly Disagree” to “Strongly Agree.”

3.4 Expert Review of Initial Item Pool

After the initial pool of items was created, the proposed items were given to an expert review panel as recommended by Netemeyer, Bearden, and Sharma (2003) and Devellis (2011). The purpose of the expert review is to further eliminate unsuitable

items and make suggestions for improvements to the individual items and the scale as a whole. One of the goals of the expert review is to not only improve the quality of the scale but to also use the input of the experts as a means of narrowing the selection of items that will ultimately be used in the final scale.

The experts should be people who have strong English language skills and should be experts in the domain area. The experts used in this screening all had Ph.D.s in Marketing with one being an upper level Ph.D. candidate. The panel of 6 experts was used to validate, refine and eliminate items from the item pool.

The experts were presented an instrument (Appendix C) with the definition and description of the CCOS and CXENO constructs along with the respective item-pools. For each of the items, the experts were asked to state their opinion regarding the relevance and clarity of each item using a five-point scale. At the construct level, we asked the experts to point out any additional ways of tapping the constructs that we might have failed to include in the initial item-pool. The experts were also given the opportunity to comment on anything they feel that might be wrong with the overall scale or any of the individual scale items. The hope was that this would eliminate as many of the flaws in the scale as possible.

After the six expert-respondents returned their questionnaires containing their ratings and opinions of the relevance and conciseness of the scale items, a tally was created to summarize the overall quality of the items in each aspect.

Based on the recommendations, ratings and comments from the expert review, the item-pool was modified and reduced in size by eliminating items which were generally agreed to be less clear and concise. Items that were thought to not tap the con-

struct to a sufficient degree were also eliminated. Additional items supplied by the panel of experts were considered for addition to the item-pool and two new items were added to the scale based on the input from the panel of experts. At the end of this exercise the item pools had been reduced to 20 and 18 items for the CXENO and CCOS scales, respectively.

3.5 Attention Check

To cope with concerns regarding a lack of attention among participants it was decided to include an attention check as a means of increasing the statistical power and the reliability of the dataset (Oppenheimer et al. 2009). The attention check is included as a means of flagging the respondents who respond in a haphazard manner. The identification and removal from the dataset of respondents who are not paying attention to the scale-items removes some of the statistical noise and can reduce the sample size needed to get reliable results. The item used as an attention check in the first study's survey (Appendix D) was the following: "This item is intended to be an attention check. Please choose "Strongly Disagree" for this item."

Chapter 4 Data Collection and Analysis

4.1 Administer Items to Development Sample

For the first main round of data collection, the responses to the remaining items were collected from undergraduate business students. The students were offered bonus points from their respective instructors for completing the survey containing the scale items. Nunnally (1994) suggests that 300 subjects is a large enough sample size with which to create a scale. For determining the appropriate sample size Devellis (2011) recommends that five to ten participants be involved for each item in the scale up to 300, at which point the ratio can be relaxed. Given that each scale will likely have no more than 10 items we feel that 300 participants should be more than adequate and that perhaps 200 participants would be an appropriate goal as a subject pool.

4.1.1 Sample Description for Scale Creation Study

We collected data from 325 undergraduate students at a school that hosts a large number of international students. Given the nature of the scale, international students were eliminated from the data pool. Among all respondents, 287 (88.3%) of the participants reported being U.S. citizens. Fifty three percent of the respondents were male. The average age of the respondents was 26.0 (s.d.= 6.4).

4.2 Item analysis and refinement

Once gathered, the data collected was run through a variety of tests to determine the suitability of the data for purposes of creating the scale items. An additional 45 respondents were eliminated for failing to properly answer the attention check ques-

tions, leaving us with 242 qualified respondents. The data was screened for univariate and multivariate outliers. Given the Likert-type questions, univariate outliers were not a problem. Multivariate outliers were detected by calculating the Mahalanobis distance using SPSS 20.0 as recommended by Tabachnik and Fidell (2006). Multivariate outliers were determined by calculating the z-scores of the Mahalanobis distance. Z-scores of greater than 3 are considered to be outliers. Multivariate outliers are often the result of respondents randomly guessing their way through the survey. Since we used an attention check to eliminate such respondents, we found there to be only two multivariate outliers. The results of all analyses were similar when including these outliers when compared to excluding them. We therefore chose to include them in the analysis since we had no theoretical reason to exclude them.

4.2.3 Exploratory Factor Analysis.

Principal component exploratory factor analysis (PCA) with Varimax rotation (McDonald, 1985) was used on the CCOS and CXENO proposed scales items. Items were retained at this stage if they (1) loaded .50 or more on the hypothesized factor, and (2) did not cross-load greater than .50 on any other factor.

4.2.3.1 Consumer Xenocentrism

The 20 possible CXENO scale items were analyzed using the principal component analysis of SPSS 20.0. The scree plot in figure 4-1 shows a large, disproportionate drop in Eigenvalue after the first component / factor. This indicates that a single factor solution is appropriate for the CXENO scale.

Figure 4-1

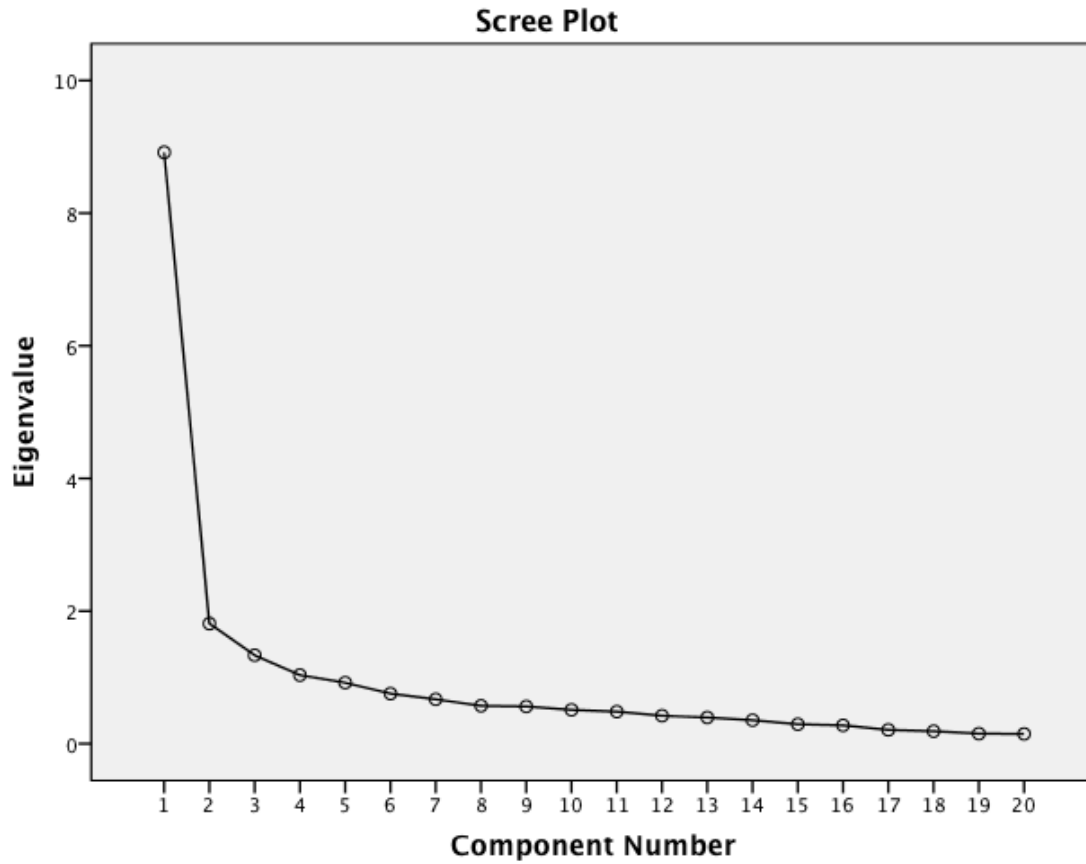
Scree Plot of CXENO PCA

Table 4-1 shows that 45% of the variance can be extracted from the given items using a single factor. Using a second factor will contribute only another 9% of variance, confirming what was shown visually on the scree plot.

Table 4-1

Variance Explained in CXENO PCA

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.917	44.583	44.583	8.917	44.583	44.583	4.563	22.816	22.816
2	1.810	9.051	53.634	1.810	9.051	53.634	3.724	18.622	41.438
3	1.333	6.667	60.301	1.333	6.667	60.301	2.854	14.272	55.710
4	1.034	5.172	65.473	1.034	5.172	65.473	1.953	9.763	65.473
5	.919	4.597	70.070						
6	.755	3.776	73.846						
7	.669	3.344	77.190						
8	.571	2.857	80.047						
9	.561	2.804	82.851						
10	.511	2.556	85.408						
11	.484	2.421	87.829						
12	.421	2.105	89.934						
13	.395	1.976	91.910						
14	.353	1.767	93.677						
15	.293	1.463	95.140						
16	.277	1.383	96.523						
17	.208	1.042	97.565						
18	.188	.940	98.506						
19	.151	.757	99.263						
20	.147	.737	100.000						

Extraction Method: Principal Component Analysis.

Based on the results of PCA in Table 4-2, we initially retained the first seven items of component 1. This was based on the recommendation to eliminate any items with loadings of less than 0.5 or items that cross loaded more than 0.5 on a secondary factor (Nunnally and Bernstein, 1994; Bollen, 1989). Though none of the seven items retained, strictly speaking, break either of these rules, the last item “I feel better about buying most foreign products than American-made products.” comes close to cross-loading on the third component with a loading of 0.473.

Table 4-2

Rotated Component Matrix of CXENO items (N=242)

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
I prefer to buy foreign-made products.	.810			
All other things being equal, I prefer to buy foreign products.	.775			
I find that I enjoy using foreign made products more so than products made in the U.S.	.761		.255	
I get a better feeling from buying a foreign-made product than from buying one that / is made in the...	.734	.392		
Foreign manufacturers generally offer better product value.	.693			
Compared to the U.S. there are many other countries I prefer to / buy from.	.655		.320	
I feel better about buying most foreign products than / American-made products.	.617		.473	
I don't like to buy / American products because doing so only supports the rich.		.830		
I avoid buying American products as a form of protest against / corrupt American policies/politics.		.792		
I'm only making the rich richer by buying American.	.303	.781		
I don't like to buy American products because it supports the / greed of corporate America.	.316	.708	.270	
When making a purchase decision the "Made in the U.S.A." label is a / turnoff.		.552	.530	
If I were to make a list ranking my favorite countries to buy from, the / US would be ranked low.	.324		.673	
I don't understand why some people prefer to buy American-made / products. /	.256	.339	.650	
I have considered boycotting American-made products.		.474	.580	
I sometimes avoid American-made products.	.281		.540	
The best products in the world rarely come from the U.S.	.421		.506	
I prefer to purchase products from / the country my ancestors are from rather than from the U.S.		.295		.830
I prefer to buy products from my country of ancestry rather than from / the U.S.	.296	.281		.796
Workers in other countries take more pride in craftsmanship than / American workers do.			.351	.549

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

4.2.1.2 Consumer Cosmopolitanism

The 18 possible CCOS scale items were analyzed using the principal component analysis of SPSS 20.0. The scree plot in figure 4-2 shows another large disproportionate drop in eigenvalue after the first component / factor.

Figure 4-2

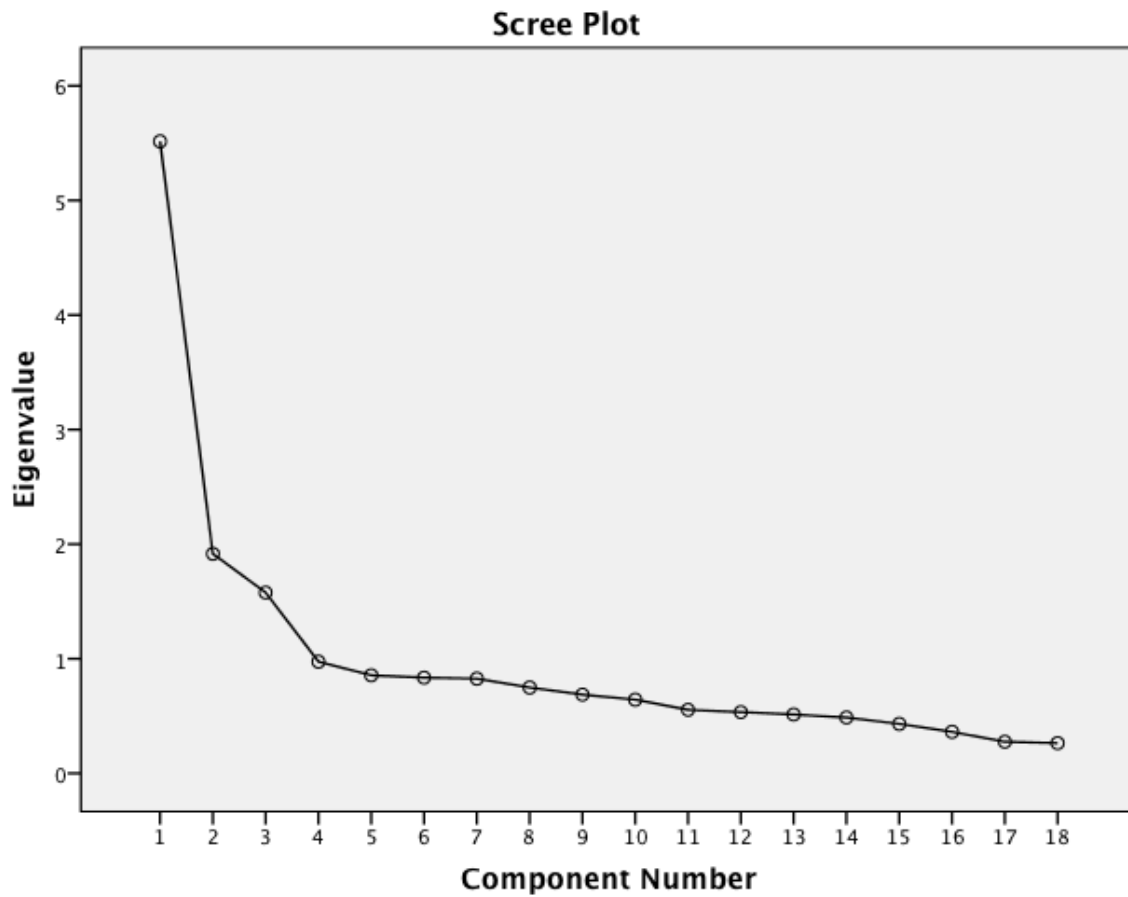
Scree Plot of CCOS PCA

Table 4-2 shows that 31 % of the variance can be extracted from the given items using a single factor. Though not as strong as the CXENO items, we still confirm the unidimensionality of the CCOS construct.

Table 4-3

Variance Explained in CCOS PCA

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.515	30.641	30.641	5.515	30.641	30.641	4.098	22.769	22.769
2	1.916	10.642	41.283	1.916	10.642	41.283	3.212	17.845	40.614
3	1.577	8.761	50.044	1.577	8.761	50.044	1.697	9.430	50.044
4	.974	5.412	55.456						
5	.856	4.754	60.210						
6	.836	4.642	64.853						
7	.826	4.590	69.443						
8	.749	4.160	73.602						
9	.687	3.817	77.419						
10	.643	3.572	80.991						
11	.554	3.080	84.071						
12	.535	2.970	87.041						
13	.513	2.851	89.892						
14	.487	2.706	92.598						
15	.431	2.397	94.995						
16	.362	2.012	97.007						
17	.275	1.528	98.535						
18	.264	1.465	100.000						

Extraction Method: Principal Component Analysis.

Based on the results of PCA in Table 4-4 we initially retained the first nine items of component 1. Again, this was based on the recommendation to eliminate any items with loadings of less than 0.5 or items that cross-loaded more than 0.5 on a secondary factor. The last item to be selected “I enjoy trying products that are popular in other countries.” raises some concern since its loading on component 2 (.462) is almost as large as its loading on the primary component (.533).

Table 4-4

Rotated Component Matrix of CCOS items (N=242)

Rotated Component Matrix ^a			
	Component		
	1	2	3
I satisfy my curiosity about other cultures by purchasing products from that culture.	.751		
I like to buy products that are not typically available in the U.S.	.704		
In order to be fashionable, I often need to purchase products from other countries.	.673		
I enjoy getting a taste of other cultures by purchasing foreign products.	.670	.341	
When given the chance, I enjoy international media such as magazines, television, movies or books.	.662		
I often need to buy products made outside of the U.S. in order to better suit my needs.	.573		
I enjoy attending events primarily intended for people from other cultures.	.572	.279	
I would consider wearing clothes that are different than my cultural / norm.	.554	.291	
I enjoy trying products that are popular in other countries.	.533	.462	
If searching for a movie to watch, I would strongly consider a foreign film.	.442	.369	
I like to eat foods from different countries.		.834	
I enjoy experimenting with cuisine from different countries		.755	
When traveling to new places, I prefer to eat at restaurants that serve food I'm used to.		-.754	
When buying groceries, I shop in the sections that sell foreign foods.	.293	.668	
I enjoy listening to music which most would consider to be outside of my culture.	.294	.411	
I'm way more interested in the utility of a product than its country of origin.			.781
I appreciate quality regardless of what country a product is made in.			.715
Country of product origin should not be considered in purchase decisions.			.696

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

4.2.2 Inter-item correlation and Optimization of scale length

The corrected item-to-total correlation as calculated using the SPSS 20.0 reliability analysis should exceed .45 for the items to be retained (Bearden et al. 1989; Churchill et al. 1979). This calculation must be recalculated with each iteration of the

scale refinement process since any elimination of scale items will result in changed values of this metric.

Scale length and reliability are generally seen as trade-offs. Coefficient alpha scores are a function of both the covariance among the items as well as the number of items. In general, it is desirable to have shorter scales to place less of a burden on the participants responding. It is, however, advisable for a scale to be as reliable as possible. Therefore, the researcher must weigh the consequences of each when determining the appropriate scale length. The general consensus, however is that brevity is not a virtue if the scale is not reliable (Devellis, 2011). The act of dropping very bad items from the pool might actually result in increased reliability. The “alpha if deleted” function in SPSS can be used as a guide in determining the best items to delete from a lengthy scale in the event that the scale has sufficient reliability and that deletion of items does not result in drastic decreases in reliability.

4.2.2.1 Inter-item correlation and Optimization of scale length of CXENO scale items

All of the existing seven items show strong scores with regard to the Corrected Item-Total Correlation. None of the items approach the cut-off score of 0.45 with the lowest correlation being .605. From this standpoint, none of the seven items should be eliminated from the scale.

Table 4-5

Item-Total Statistics of 7 CXENO scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I prefer to buy foreign-made products.	16.26	43.317	.814	.707	.888
All other things being equal, I prefer to buy foreign products.	16.20	44.804	.757	.631	.894
I find that I enjoy using foreign made products more so than products made in the U.S.	16.12	44.026	.771	.673	.893
I get a better feeling from buying a foreign-made product than from buying one that / is made in the...	16.42	44.587	.783	.651	.892
Foreign manufacturers generally offer better product value.	15.48	45.492	.605	.397	.912
Compared to the U.S. there are many other countries I prefer to / buy from.	16.14	44.544	.674	.474	.904
I feel better about buying most foreign products than / American-made products.	16.51	45.876	.731	.653	.897

The seven retained items of the CXENO scale in Table 4-5 had a Cronbach's Alpha of .911. Seven items isn't a particularly long scale but the chief reason for additional items is to increase the reliability of the scale. Table 4-5 illustrates that reliability scores increase to .912 if the "Foreign manufacturers generally offer better product value." item is removed from the scale. Notice that it also has a Corrected Item-Total Correlation of .605, which is the lowest of the items.

Table 4-6

Item-Total Statistics of 6 CXENO scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I prefer to buy foreign-made products.	12.88	31.073	.819	.707	.886
All other things being equal, I prefer to buy foreign products.	12.83	32.636	.739	.613	.898
I find that I enjoy using foreign made products more so than products made in the U.S.	12.75	31.765	.768	.663	.894
I get a better feeling from buying a foreign-made product than from buying one that / is made in the...	13.05	32.277	.778	.642	.893
Compared to the U.S. there are many other countries I prefer to / buy from.	12.76	32.050	.679	.472	.908
I feel better about buying most foreign products than / American-made products.	13.13	33.088	.749	.653	.897

Table 4-6 shows the CXENO scale with the remaining six items. Removing the “Compared to the U.S. there are many other countries I prefer to buy from.” would result in only a small decrease in reliability from .912 to .908. However, since we have already reduced the scale to six items, which is at the low end of the norm, we decided there was no utility in further reducing the size of the scale. Therefore, the items in Table 4-7 are the final six of the Consumer Xenocentrism scale. The reliability of the CXENO scale is measured to be .912, which is greater than the minimum alpha level recommended of 0.7 (Nunnally and Bearden 1994; Cronbach, 1954). This also exceeds Clark and Watson’s (1995) more stringent recommendation that newly developed scales have a coefficient alpha level of at least .80. In subsequent studies for

testing the validity of the CCOS scale using a totally different online sample the coefficient alpha scores were found to be .959 (N=147).

Table 4-7

Final Consumer Xenocentrism (CXENO) items

1. I prefer to buy foreign made products.
2. All other things being equal, I prefer to buy foreign products.
3. I find that I enjoy using foreign made products more so than products made in the U.S.
4. I get a better feeling from buying a foreign made-made product than from buying one that is made in the U.S.
5. Compared to the U.S. there are many other countries I prefer to buy from.
6. I feel better about buying most foreign products than American-made products.

Note: Items are measured using a five-point Likert-type response format with anchors ranging from 1 = Strongly Disagree to 5 = Strongly Agree. All items are worded in the positive direction. Higher scores on the scale are indicative of higher levels of consumer xenocentrism.

4.2.2.2 Inter-item correlation and Optimization of scale length of CCOS scale items

The nine retained items of the CCOS scale in Table 4-8 had a Cronbach's Alpha of .841. Table 4-8 illustrates that reliability scores increase to .844 if the "I often need to buy products made outside the U.S. in order to better suit my needs" item is removed

from the scale. This item also has a Corrected Item-Total Correlation of .391, which is the lowest of the items and below the threshold of .45.

Table 4-8

Item-Total Statistics of 9 CCOS scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I satisfy my curiosity about other cultures by purchasing products from that / culture.	31.43	66.810	.658	.516	.814
I / like to buy products that are not typically available in the U.S.	31.52	66.309	.613	.421	.818
In / order to be fashionable, I often need to purchase products from other countries.	32.22	68.108	.500	.280	.831
I / enjoy getting a taste of other cultures by purchasing foreign products.	31.02	65.663	.667	.546	.813
When / given the chance, I enjoy international media such as magazines, television, / movies or books.	30.93	66.029	.577	.356	.822
I often need to buy / products made outside of the U.S. in order to better suit my needs.	31.95	70.018	.391	.199	.844
I / enjoy attending events primarily intended for people from other cultures.	31.39	68.471	.543	.339	.826
I / would consider wearing clothes that are different than my cultural / norm.	31.65	66.385	.522	.316	.829
I / enjoy trying products that are popular in other countries.	30.29	70.532	.568	.355	.825

Table 4-9

Item-Total Statistics of 8 CCOS scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I satisfy my curiosity about other cultures by purchasing products from that / culture.	28.07	54.600	.648	.505	.817
I / like to buy products that are not typically available in the U.S.	28.17	54.432	.588	.393	.824
In / order to be fashionable, I often need to purchase products from other countries.	28.87	55.866	.484	.270	.837
I / enjoy getting a taste of other cultures by purchasing foreign products.	27.67	53.244	.674	.546	.813
When / given the chance, I enjoy international media such as magazines, television, / movies or books.	27.58	53.456	.587	.356	.824
I / enjoy attending events primarily intended for people from other cultures.	28.03	55.625	.556	.338	.828
I / would consider wearing clothes that are different than my cultural / norm.	28.30	53.662	.535	.316	.832
I / enjoy trying products that are popular in other countries.	26.94	57.552	.581	.355	.826

Given that the participants are given many scale items when conducting research surveys, we wished to reduce the number of items if the reliability would allow us. The eight items version of the scale in Table 4-9 has a coefficient alpha of .844. Any removal of items will result in a decrease in reliability. We felt that by removing the “In order to be fashionable, I often need to purchase products from other countries.” item was an acceptable given the small reduction in alpha to .837.

Table 4-10

Item-Total Statistics of 7 CCOS scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I satisfy my curiosity about other cultures by purchasing products from that / culture.	25.00	42.170	.643	.491	.807
I / like to buy products that are not typically available in the U.S.	25.09	42.382	.561	.350	.820
I / enjoy getting a taste of other cultures by purchasing foreign products.	24.59	40.584	.693	.542	.799
When / given the chance, I enjoy international media such as magazines, television, / movies or books.	24.50	40.973	.590	.354	.815
I / enjoy attending events primarily intended for people from other cultures.	24.95	42.981	.555	.332	.820
I / would consider wearing clothes that are different than my cultural / norm.	25.22	41.358	.525	.303	.828
I / enjoy trying products that are popular in other countries.	23.86	44.652	.584	.354	.817

We decided that the scale's reliability could be reduced slightly further to .828 by removing the "I would consider wearing clothes that are different than my cultural norm." item. We feel especially comfortable with the brief six item scale and think that marketing research professionals will appreciate the small size of the six item scale that can be seen in Table 4-12. The final coefficient alpha of the Consumer Cosmopolitanism scale is .828, which is still greater than the minimum alpha level recommended by Cronbach (1954). In subsequent studies for testing the validity of the

CCOS scale using totally different (online) samples the coefficient alpha scores were found to be .888 (N=147).

Table 4-11

Item-Total Statistics of 6 CCOS scale items

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I satisfy my curiosity about other cultures by purchasing products from that / culture.	21.35	29.306	.663	.491	.787
I / like to buy products that are not typically available in the U.S.	21.44	29.617	.566	.347	.807
I / enjoy getting a taste of other cultures by purchasing foreign products.	20.94	28.199	.697	.533	.778
When / given the chance, I enjoy international media such as magazines, television, / movies or books.	20.85	28.525	.589	.347	.803
I / enjoy attending events primarily intended for people from other cultures.	21.31	30.653	.523	.301	.815
I / enjoy trying products that are popular in other countries.	20.21	31.968	.561	.327	.808

Table 4-12

Final Consumer Cosmopolitanism (CCOS) items

1. I satisfy my curiosity about other cultures by purchasing products from that culture.
2. I like to buy products that not typically available in the U.S..
3. I enjoy getting a taste of other cultures by purchasing foreign products.
4. When given the chance, I enjoy international media such as magazines, television, movies or books.
5. I enjoy attending evens primarily intended for people from other cultures.
6. I enjoy trying products that are popular in other countries.

Note: Items are measured using a five-point Likert-type response format with anchors ranging from 1 = Strongly Disagree to 5 = Strongly Agree. All items are worded in the positive direction. Higher scores on the scale are indicative of higher levels of consumer cosmopolitanism.

4.2.3 Item Mean and Variance

It is desirable for the mean of each item to be as close to the middle of the range as is possible (Devellis, 2011). For our 5-point scale, the optimal mean for the individual responses would therefore be 3. However, given the nature of the scale we would expect values to fall on the low side of the mean, especially for the consumer xenocentrism scale. We expected values to be lower than the midpoint for this item due to the presumed scarcity of individuals that would be highly xenocentric.

Devellis (2011) states that it is optimal for the range of scores for the items to be as large as possible. A larger range implies that there is greater variance among the respondents, which is also a desirable trait for the scale items. A high level of variance indicates that the respondents have diverse opinions on the measurables which indicates that differentiation among respondents is possible..

Table 4-13

Mean and Standard Deviation of CXENO scale items

Item Statistics			
	Mean	Std. Deviation	N
I prefer to buy foreign-made products.	2.60	1.372	241
All other things being equal, I prefer to buy foreign products.	2.65	1.318	241
I find that I enjoy using foreign made products more so than products made in the U.S.	2.73	1.368	241
I get a better feeling from buying a foreign-made product than from buying one that / is made in the...	2.43	1.302	241
Foreign manufacturers generally offer better product value.	3.38	1.493	241
Compared to the U.S. there are many other countries I prefer to / buy from.	2.72	1.467	241
I feel better about buying most foreign products than / American-made products.	2.35	1.256	241

The mean and the standard deviation for the seven XCENO items are shown in Table 4-13. The means of the items ranged from 2.35 to 2.73 for all but the “Foreign manufacturers generally offer better product value.” item (3.38) which was the item that was removed due to Item-to-Mean Correlations.

Table 4-14

Mean and Standard Deviation of CCOS scale items

Item Statistics			
	Mean	Std. Deviation	N
I satisfy my curiosity about other cultures by purchasing products from that / culture.	3.87	1.404	242
I / like to buy products that are not typically available in the U.S.	3.78	1.527	242
In / order to be fashionable, I often need to purchase products from other countries.	3.08	1.601	242
I / enjoy getting a taste of other cultures by purchasing foreign products.	4.28	1.481	242
When / given the chance, I enjoy international media such as magazines, television, / movies or books.	4.37	1.622	242
I often need to buy / products made outside of the U.S. in order to better suit my needs.	3.36	1.684	242
I / enjoy attending events primarily intended for people from other cultures.	3.91	1.473	242
I / would consider wearing clothes that are different than my cultural / norm.	3.65	1.713	242
I / enjoy trying products that are popular in other countries.	5.01	1.239	242

The mean and the standard deviation for the seven CCOS items are shown in Table 4-14. It is not surprising that the means are higher for the CCOS items when compared to the CXENO scale items since we wouldn't expect there to be as many subjects who are highly consumer xenocentric.

4.3 Scale Validation

When creating a scale using the statistical techniques discussed herein there is the possibility that chance factors may be confused with reliable covariation among the items. The data used to help eliminate items cannot reliably be used to confirm the utility of the model because it is just confirming the model using the same data from which the scale was created. This leaves the chance that the scale is only applicable to the participants in the original data-sample. According to Devellis (2011 pg 158) “replicating a factor analytic solution on a separate sample may be the best means of demonstrating its generalizability.” When confirming the model using a different data set, the possibility of chance contributions are eliminated because the replication dataset did not influence the selection of the scale-items. We, therefore, collected new data from sample pools that differed from the original sample.

Given our need to compare the new scales to the other similar scales in the literature over 100 different items needed to be included in the validation study. We, therefore, decided to break the survey into two parts to help ensure that participants were giving the survey their full attention for the entire duration. The added benefit of conducting two additional studies was that it allowed us to assess the reliability of the new scales using a totally different sample.

4.3.1 Sample Description for Scale Validation Studies

4.3.1.1 Sample for Validation Study 1

The first validation study sample (Appendix F) was similar to that of the original study and consisted of 196 students from a school of business. Participants were of-

ferred bonus points from their instructors for completing the survey (See Appendix E). The number of participants that met the attention check and U.S. citizen criteria totaled 164. Of these 47.6% were male and the average age was 28.0 (s.d. = 8.1). The first validation study included the following sets of items in addition to the six item CCOS and CXENO scales: CETSCALE (Shimp and Sharma, 1987), C-COSMO (Riefler et al. 2012), Social Desirability Scale (Strahan and Gerbasi, 1972).

4.3.1.2 Sample for Validation Study 2

The second validation study (Appendix G) was conducted using the online survey service, Amazon Mechanical Turk (MTurk). For this dataset, participants were paid a small fee for participating in the research project. There is research (Hair, Bush, & Ortinau, 2000) to suggest that online surveys are more suitable than samples of convenience due to the large number of possible respondents. The online participants were prescreened to be U.S. citizens and only one of the 148 respondents failed the attention check. We were therefore left with 147 participants. As is noted, the online survey required the removal of much fewer respondents. The author speculates that this may be the result of a number of factors including reduced responder fatigue associated with the online format as well as a difference in the degree of willingness to take the survey. For the online survey through MTurk the respondents are voluntary going to the website to earn a little bit of extra money. Perhaps these respondents see it as a moral obligation to complete the job correctly. The student respondents are not being paid and are instead given extra credit. Perhaps these respondents do not feel the same moral obligation to complete the survey thoroughly. It should also be noted that

though, for this survey, all online respondents were paid regardless of the quality of data, other survey administrators on the MTurk site only pay respondents who accurately complete the information. We might therefore suspect that respondents on the MTurk site are accustomed to completing surveys with some degree of care. With regards to student data, it is well known that points are awarded to respondents regardless of the attentiveness with which the survey is performed.

The average age of the online sample was 37.7 (s.d. = 12.4) and 48.3% of the respondents were male. The second validation study included the following sets of items in addition to the six item CCOS and CXENO scales: Attitude towards Global Products (Steenkamp and De Jong, 2010) and the Modified Xenophile Scale (Perlmutter, 1954).

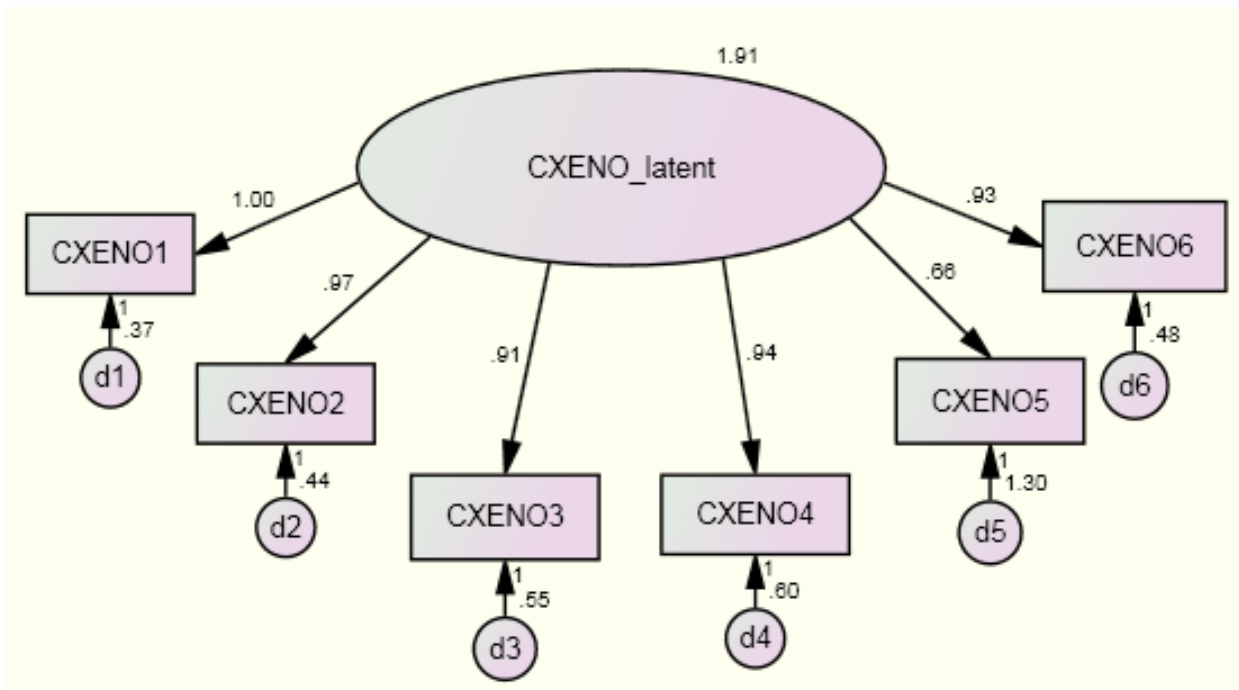
4.3.2 Confirmatory Factor Analysis

Structural equation modeling (SEM) based Confirmatory Factor Analysis (CFA) was used to perform a check for model fit and unidimensionality. CFA can also be used as a tool to detect items that are either hindering or barely contributing to the overall scale. Modification indices can be used to detect the items that are diminishing the overall quality of the model (Jöreskog et al. 1996). The modification indices give the researcher an idea of how best to improve the fit indices by removing or correlating certain items. Since we had done a thorough job of removing items using other means, there were no items that posed problems. The modification indices did recommend that a few of the error terms associated with the items be correlated to improve the model fit. This is not surprising since all of the items were measured using the same survey

technique. We would therefore expect that there would be overlaps in the measurement errors of the scale items. For the sake of model simplicity, we decided that it was best to not correlate any of the error terms in our model. A large part of this decision was because we had no theoretical reason for correlating some error terms and not others.

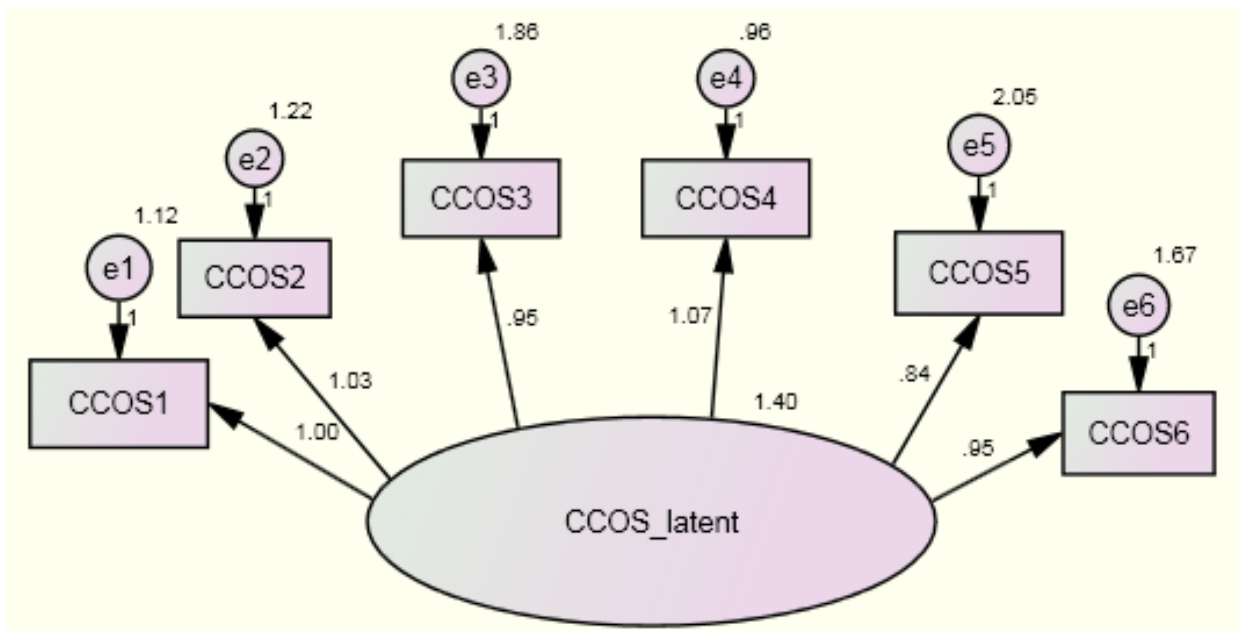
Ideally, the individual scales should be unidimensional, as this indicates that the items contained in the particular scale are of one single factor or dimension (Netemeyer, Bearden, and Sharma 2003; Kline, 2005). We would expect that CFA fit indices done using the replication dataset would be compliant to the majority of the model-fit standards recommended in the literature. (Hu and Bentler 1999; Byrne 1998; Kline 2005; Hair, Black, Babin, Anderson and Tatham, 2006) The single factor structures should have: a Normed Fit Index (NFI) exceeding .90; a Goodness of Fit Index (GFI) exceeding .90; a Comparative Fit Index (CFI) exceeding .93; and a Root Mean Square Error of Approximation (RMSEA) of less than .08. It is also recommended that the relative chi-square (CMIN/DF is the notation in AMOS 18.0) be less than 3, though less than 2 is superior. It is desirable for the Chi-square statistic to not be significant though this is typically not achieved with greater sample sizes, so little emphasis is placed on a significant chi-square. (Jöreskog et al., 1996; Bagozzi and Yi, 1988).

Figure 4-3

CFA of CXENO scale items

A CFA of the model in Figure 4-3 was conducted using Amos 18, to examine and confirm the factor structure of the CXENO scale items. The full results of the goodness of fit indices for the CFA conducted as part of validation study 1 (N=168) are presented in Appendix H. The Goodness of Fit Index (GFI) of this model is 0.971, the Comparative Fit Index (CFI) is 0.992, Normative Fit Index (NFI) is 0.983, and the RMSEA is 0.068 which indicated that the proposed model fit the empirical data well. Though the Chi-square (df=9) of 17 is significant ($p=.046$) the relative measure (CMIN/DF) is 1.912 indicating a good model fit. The model was duplicated in the second validation study and the goodness of fit indices were slightly better (see Appendix I) for all measures when compared to the first validation study.

Figure 4-4

CFA of CCOS scale items

A CFA of the CCOS scale model (Figure 4-4) was conducted to examine and confirm the factor structure of the CCOS scale items. Results of the goodness of fit indices for the CFA conducted as part of validation study 1 (N=168) are presented in Appendix J. The Goodness of Fit Index (GFI) of this model is 0.967, the Comparative Fit Index (CFI) is 0.973, Normative Fit Index (NFI) is 0.953, and the RMSEA is 0.080, which indicated that the proposed model fit the empirical data well. Though the Chi-square (df=9) of 20.2 is significant ($p=.017$) the relative measure (CMIN/DF) is 2.244 indicating a good model fit. The model was duplicated in the second validation study and the goodness of fit indices were slightly better (see Appendix K) for all measures when compared to the first validation study.

4.3.2 Social Desirability Bias

In conjunction with the replication analysis we tested the convergent, discriminant and nomological validity of the newly-created scales. We also tested for social desirability biases in the first validation study. This is the tendency of participants to respond in a way that they feel is socially desirable. The separate Strahan and Gerbasi (1972) and Crowne (1960) scales of social desirability have been used in the literature. The prior scale offers a reliable ten-item alternative to the latter 33 item scale. We chose the Strahan and Gerbasi scale for the sake of brevity as we would like to incorporate additional validation scales in this study.

Table 4-15a

CCOS and CXENO Correlations with Social Desirability Scale

Correlations				
		CXENO Scale	CCosmo	Social Desirability Measure
CXENO Scale	Pearson Correlation	1	.404**	.018
	Sig. (2-tailed)		.000	.820
	N	164	164	164
CCosmo	Pearson Correlation	.404**	1	.045
	Sig. (2-tailed)	.000		.570
	N	164	164	164
Social Desirability Measure	Pearson Correlation	.018	.045	1
	Sig. (2-tailed)	.820	.570	
	N	164	164	164

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4-15a shows the correlations between the two new scales and Strahan and Gerbasi's (1972) scale for Social desirability. The Pearson Correlation between CXENO and Social Desirability is .018 ($p < .01$) and the correlation between CCOS and Social Desirability is 0.045 ($p < .01$). We can therefore determine that Social Desirability

bias does not pose a problem for either scale. Looking closer at the relationship between the social desirable measure and the individual scale items (Table 4-15b and Table 4-15c) we can see that the correlations are not just insignificant but almost negligible.

Table 4-15b

Correlation between the Social Desirability Measure and the Individual CXENO items

		Social Desirability Measure
Social Desirability Measure	Pearson Correlation	1
	Sig. (2-tailed)	
	N	164
I prefer to buy foreign-made products	Pearson Correlation	-.013
	Sig. (2-tailed)	.867
	N	164
All other things being equal, I prefer to buy foreign products.	Pearson Correlation	-.002
	Sig. (2-tailed)	.976
	N	164
I find that I enjoy using foreign made products more so than products made in the U.S.	Pearson Correlation	.048
	Sig. (2-tailed)	.538
	N	164
I get a better feeling from buying a foreign-made product than from buying one that is made in the U.S.	Pearson Correlation	.038
	Sig. (2-tailed)	.632
	N	164
Compared to the U.S. there are many other countries I prefer to buy from.	Pearson Correlation	-.001
	Sig. (2-tailed)	.991
	N	164
I feel better about buying most foreign products than American-made products.	Pearson Correlation	.023
	Sig. (2-tailed)	.771
	N	164

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4-15c

Correlation between the Social Desirability Measure and the Individual CCOS items

		Social Desirability Measure
Social Desirability Measure	Pearson Correlation	1
	Sig. (2-tailed)	
	N	164
I satisfy my curiosity about other cultures by purchasing products from that culture.	Pearson Correlation	-.100
	Sig. (2-tailed)	.204
	N	164
I like to buy products that are not typically available in the U.S.	Pearson Correlation	-.037
	Sig. (2-tailed)	.635
	N	164
I enjoy trying products that are popular in other countries.	Pearson Correlation	.053
	Sig. (2-tailed)	.500
	N	164
I enjoy getting a taste of other cultures by purchasing foreign products.	Pearson Correlation	.016
	Sig. (2-tailed)	.841
	N	164
When given the chance, I enjoy international media such as magazines, television, movies or books.	Pearson Correlation	-.004
	Sig. (2-tailed)	.963
	N	164
I enjoy attending events primarily intended for people from other cultures.	Pearson Correlation	.002
	Sig. (2-tailed)	.982
	N	164

** . Correlation is significant at the 0.01 level (2-tailed).

4.3.4 Discriminant and Convergent Validity

Discriminant validity is demonstrated when two scales which are thought to measure different constructs do not correlate too highly (Churchill and Iacobucci, 2002). Convergent validity is the degree to which two measures aiming to measure the same construct are highly correlated. (Devellis, 2011)

The most common method of identifying convergent and discriminant validity is through the methods described by Cambell and Fiske (1959) with the use of Multi-Trait Multi-Method Matrices (MTMM). However, since the purpose of this dissertation was to

create scales due to the lack of available measurement options we felt it was not possible to find multiple reliable ways of measuring the CXENO and CCOS constructs. Fortunately, there are several viable alternatives to MTMM for establishing discriminant and convergent validity (Gerbing and Anderson, 1988).

To check the convergent validity of the CCOS scale we can compare it to Riefler et al.'s (2012) C-COSMO scale. For the CXENO scale we will need to use Perlmutter's (1954) Xenophile scale.

Discriminant validity will need to be assessed between the two new scales (CCOS and CXENO). The CETSCALE will also need to be checked for discriminant validity against each of the two new scales. We will use the ten-item version of the CETSCALE for the sake of this exercise. The reason that the consumer affinity and consumer animosity scales can be omitted from the checks for discriminant validity is that both of these constructs are specific to a single country. Our new constructs are non-country-specific. Gerbing and Anderson's (1988) recommended CFA procedures were used to investigate discriminant validity. A chi-square difference test (Bollen, K. A., 1989; Kline, R. B. 1998; Segars, T., 1997) of the two models was used to determine the discriminant validity between the constructs of interest. Gerbing and Anderson describe the procedure below:

Convergent validity can be assessed from the measurement model by determining whether each indicator's estimated pattern coefficient on its posited underlying construct factor is significant (greater than twice its standard error). Discriminant validity can be assessed for two estimated constructs by constraining the estimated correlation parameter (θ_{ϕ}) between them to 1.0 and then performing a chi-square difference test on the values obtained for the constrained and unconstrained models (Joreskog, 1971). "A significantly lower χ^2 value for the model in which the trait correlations are not constrained to unity would indicate that the traits are not perfectly correlated and that discriminant validity is achieved" (Bagozzi &

Phillips, 1982, p. 476). Although this is a necessary condition for demonstrating discriminant validity, the practical significance of this difference will depend on the research setting. This test should be performed for one pair of factors at a time, rather than as a simultaneous test of all pairs of interest. 2 The reason for this is that a nonsignificant value for one pair of factors can be obfuscated by being tested with several pairs that have significant values. A complementary assessment of discriminant validity is to determine whether the confidence interval (\pm two standard errors) around the correlation estimate between the two factors includes 1.0. (Gerbing and Anderson, 1988 p 415)

To conduct the Chi-square difference test between two variables we contrast two models using the AMOS 18.0 SEM software. The first model for comparison will force the correlation between the two variables to be set to 1.0. The second model will set the correlation between the two variables to be free. We will then compare the Chi-squares of the two different models. No significant difference between the two models would indicate that the variables may be perfectly correlated or measuring the same construct. A significant difference between the two models would indicate that they are measuring two distinct constructs, which is the requisite for discriminant validity.

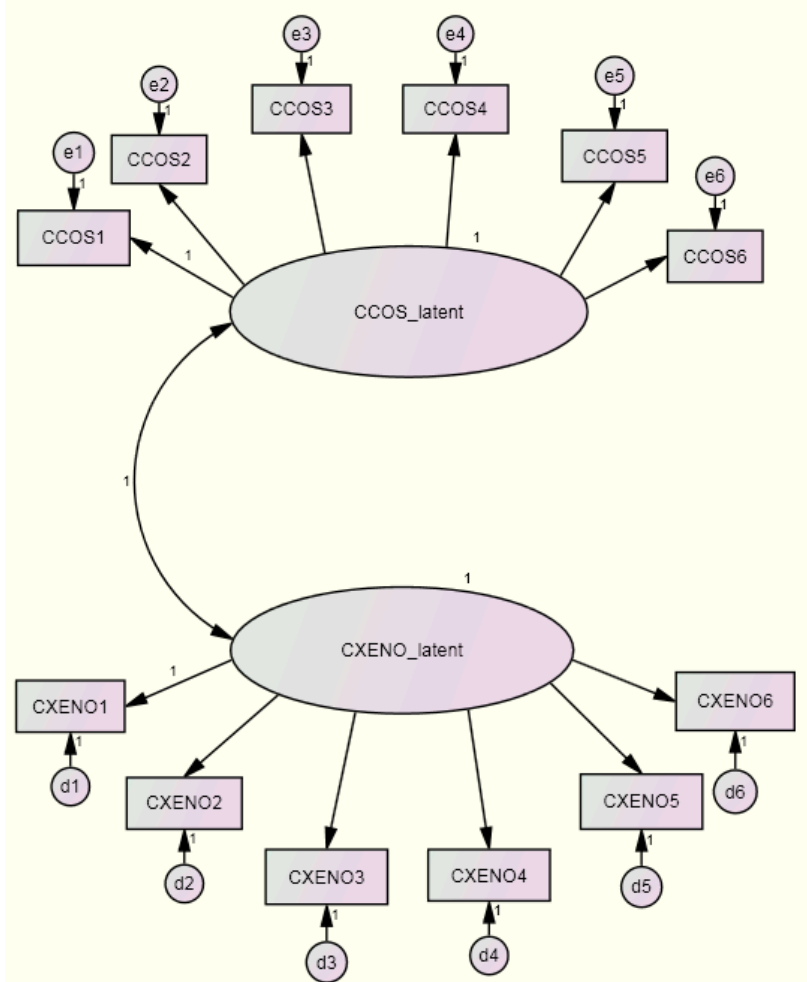
4.3.4.1 Discriminant and Convergent Validity of CCOS and CXENO

The model (Figure 4-5) that constrains the correlation between the CCOS and CXENO latent variables had a Chi2 of 333.3 (df=56). The unconstrained model (Figure 4-6) had a Chi2 of 110.2 (df=55). The Chi2 difference between the two models of 223.1 (df=1) is significant ($p < .05$). This indicates that the two constructs in question are not perfectly correlated and are therefore distinct entities. This is indicative of the discriminant validity of the two constructs. Evidence of the convergent and discriminant validity of the two constructs can also be seen in Table 4-16. Convergent validity of the two

scales is evidenced by the large (0.549) and significant ($p=.000$) correlation between the CCOS and CXENO scales. The 95% confidence interval of the correlation between CXENO and CCOS ranges from .429 and .657 and does not overlap with 1.0. This indicates that, though the constructs are highly correlated, they cannot be perfectly correlated, giving further evidence of discriminant validity.

Figure 4-5

Model of CCOS and CXENO constructs with correlation set to 1.0.

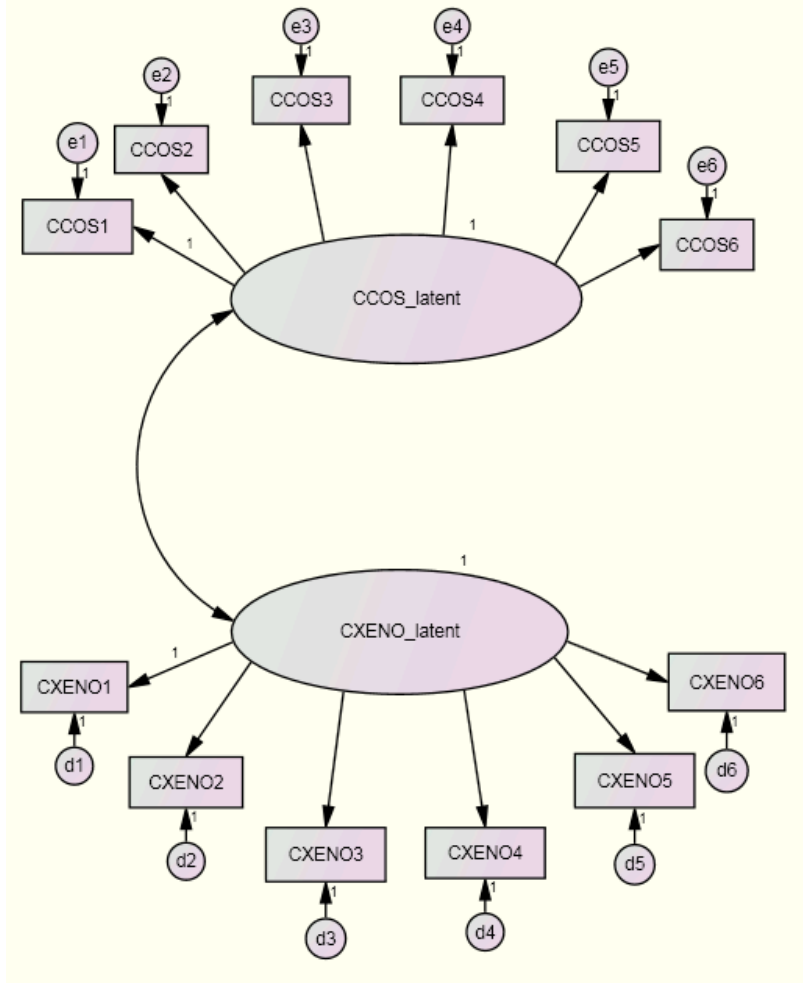


CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	333.345	56	.000	5.953
Saturated model	78	.000	0		
Independence model	12	1531.824	66	.000	23.209

Figure 4-6

Model of CCOS and CXENO constructs with correlation set free.



CMIN

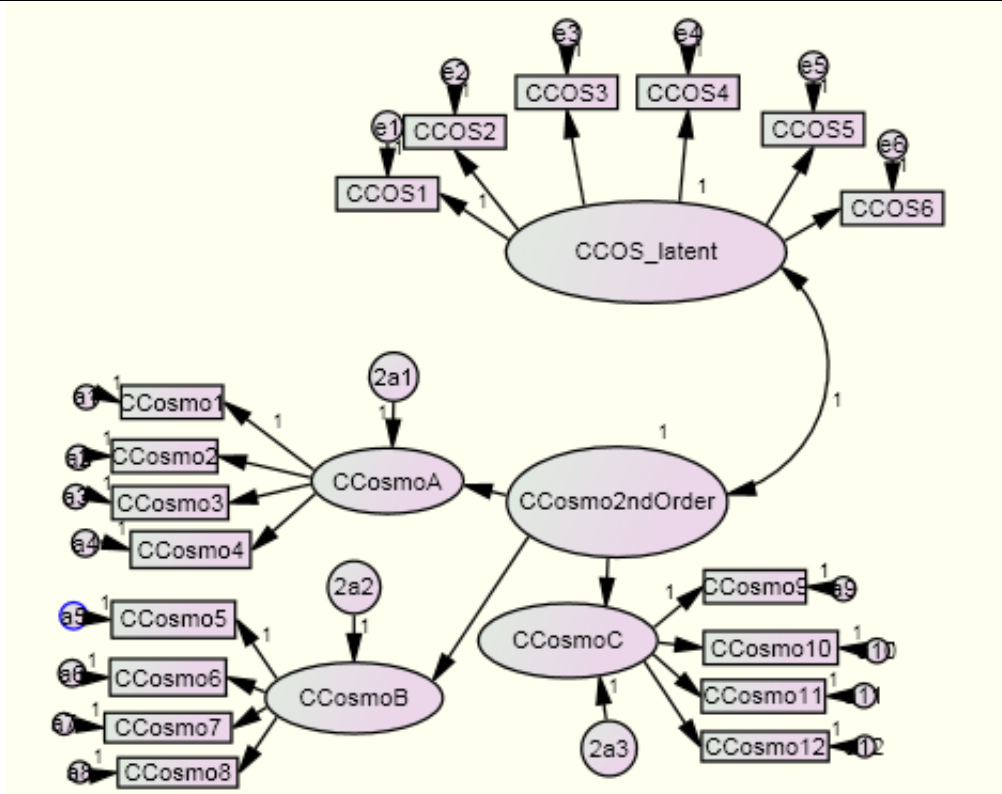
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	110.240	55	.000	2.004
Saturated model	78	.000	0		
Independence model	12	1531.824	66	.000	23.209

4.3.4.2 Discriminant Validity of CCOS and CCosmo

The model (Figure 4-7) that constrains the correlation between the CCOS and CCosmo (Riefler et al., 2012) latent variables had a Chi2 of 389.4 (df=133). The unconstrained model (Appendix L) had a Chi2 of 338.6 (df=132). The Chi2 difference between the two models of 50.8 (df=1) is significant ($p < .05$). This indicates that the two constructs in question are not perfectly correlated, and are therefore, distinct variables. This is indicative of the discriminant validity of the two constructs.

Figure 4-7

Model of CCOS and CCosmo constructs with correlation set to 1.0.



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	389.437	133	.000	2.928
Saturated model	171	.000	0		
Independence model	18	2180.176	153	.000	14.250

Evidence of the convergent and discriminant validity of the two constructs can also be seen in Table 4-16. Convergent validity of the two scales is evidenced by the large (0.631) and significant ($p=.000$) correlation between the CCOS and CCosmo scales. The 95% confidence interval of the correlation between CCosmo and CCOS ranges from .514 and .717 and does not overlap with 1.0. This indicates that, though the constructs are highly correlated, they cannot be perfectly correlated and therefore discriminant constructs. Given that both constructs were aiming to measure the same construct it is not surprising that these two scales are the most highly correlated of all the measures in the study.

4.3.4.3 Discriminant Validity of XENO and CXENO

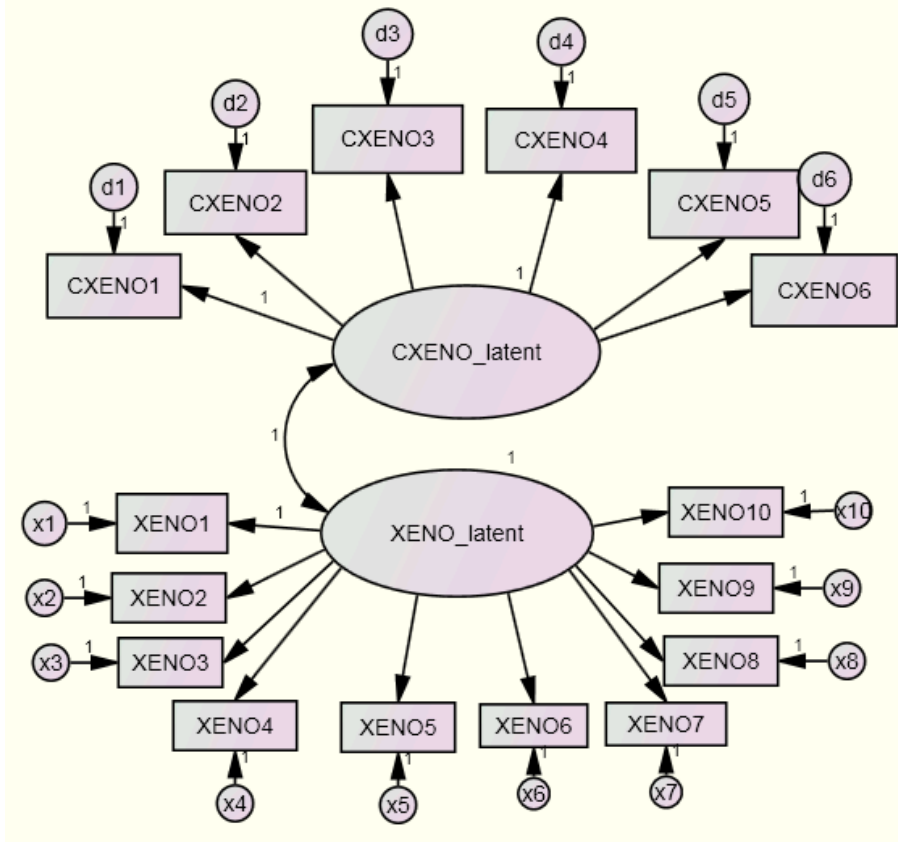
4.3.4.3.1 Modifications to Perlmutter's original Xenophile scale

We felt that the Xenophile scale (Perlmutter, 1954) was too outdated to be used in its existing form. There were several questions that referred to "Orientals" which is not the common vernacular and is not considered politically correct in many circles. We therefore felt it appropriate to make some modifications to the XENO scale. The first step was to make the changes that we felt appropriate. The goal was to change the meaning of the items as little as possible while attempting to modernize and clarify some of the more vague items. The original and altered items can be seen in Appendix A. After making modifications to the five appropriate items a panel of 4 experts (3 Marketing Ph.D.s and 1 Doctoral Candidate) were asked to assess the altered items, for clarity and consistency with the original meaning, using an online survey (see appendix F). The unaltered items were assessed for clarity and whether or not the experts

agreed with our decision to not alter these items. The panel of experts was also given room to make comments regarding any of the items. After reading the comments and tabulating the feedback of the modified scale, we arrived at the final modified scale which can be seen in appendix A. The Cronbach's Alpha of the modified XENO scale was measured to be .856 (N=147) which is well above the recommended cut-off level.

Figure 4-8

Model of CXENO and XENO constructs with correlation set to 1.0.



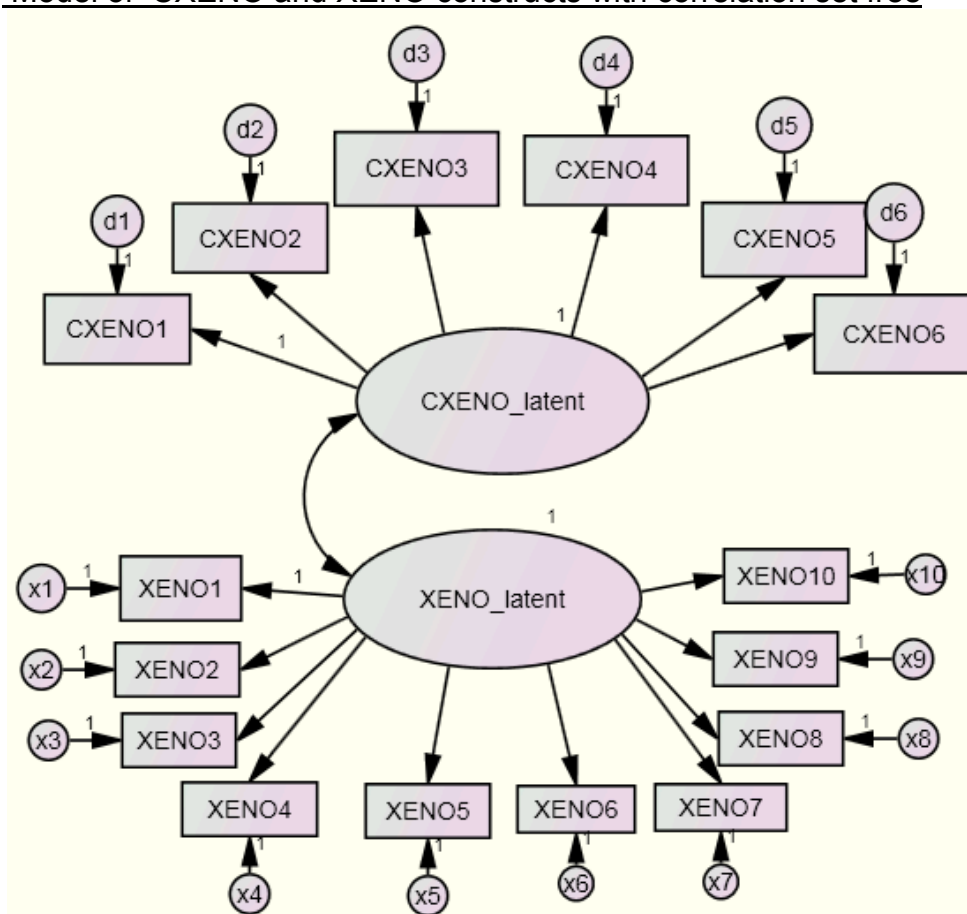
CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	542.977	106	.000	5.122
Saturated model	136	.000	0		
Independence model	16	1624.529	120	.000	13.538

Once we had established the scales items, we were able to test for discriminant validity between the XENO and CXENO constructs using the same methods that were used for the other related constructs. The model (Figure 4-8) that constrains the correlation between the XENO and CXENO latent variables had a Chi2 of 543.0 (df=106). The unconstrained model (Figure 4-9) had a Chi2 of 223.9 (df=105). The Chi2 difference between the two models of 319.1 (df=1) is significant at the .05 level. This indicates that the two constructs in question are not perfectly correlated and are therefore distinct variables. This is indicative of the discriminant validity between the two constructs. Further evidence of the discriminant validity of the two constructs can be seen in Table 4-17. The Convergent validity of the two scales is evidenced by the large (0.443) and significant ($p=.000$) correlation between the XENO and CXENO scales. The 95% confidence interval of the correlation between XENO and CXENO ranges from .300 and .568 and does not overlap with 1.0. This indicates that, though the constructs are highly correlated, they cannot be perfectly correlated and are distinct constructs.

Figure 4-9

Model of CXENO and XENO constructs with correlation set free



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	31	223.852	105	.000	2.132
Saturated model	136	.000	0		
Independence model	16	1624.529	120	.000	13.538

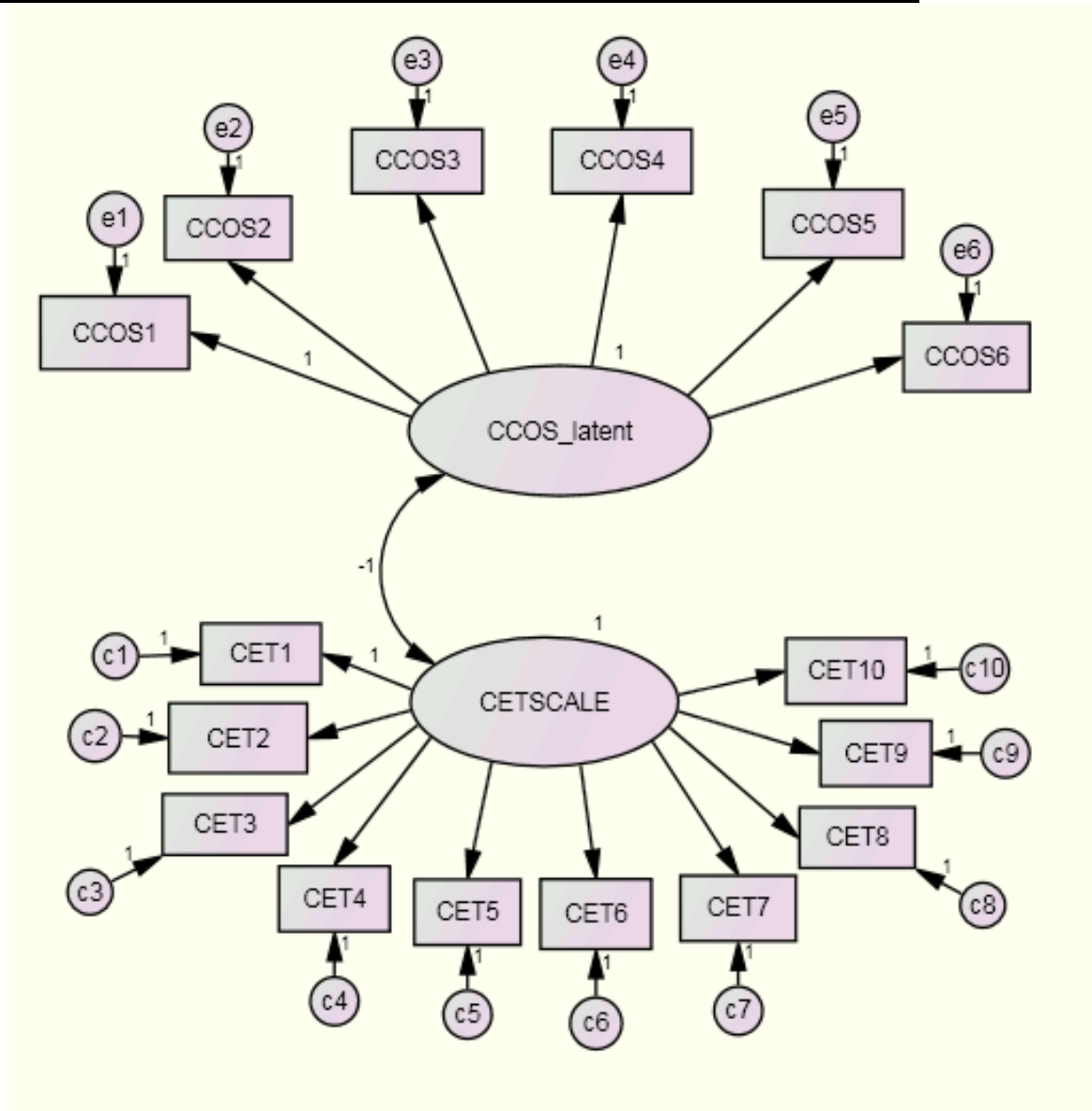
4.3.4.4 Discriminant Validity of CCOS and CETSCALE

For this study, we used the 10 item version of Shimp and Sharma's (1987) CET-SCALE. For reasons of brevity this is the most commonly used version of the scale. (Balabanis et al., 2001; Klein, 2002; Neese & Hult, 2002; Netemeyer et al., 1991)

1991) There was some concern that the CCOS and CETSCALE scales might be too negatively correlated to show discriminant validity. The model (Figure 4-10) that constrains the correlation between the CCOS and CETSCALE latent variables had a Chi2 of 658.79 (df=106). The unconstrained model (Appendix M) had a Chi2 of 290.2 (df=105). The Chi2 difference between the two models of 368.6 (df=1) is significant at the .05 level. This indicates that the two constructs in question are not perfectly correlated and are therefore distinct variables. This is indicative of the discriminant validity of the two constructs. Further evidence of the discriminant validity of the two constructs can be seen in Table 4-16. Convergent validity of the two scales is evidenced by the moderate(-0.177) and significant (p=.023) correlation between the CCOS scale and the CETSCALE. The 95% confidence interval of the correlation between CCOS and CETSCALE ranges from -.333 and -.003 and does not overlap with -1.0. This indicates that, though the constructs are highly correlated, they cannot be perfectly correlated.

Figure 4-10

Model of CCOS and CETSCALE constructs with correlation set to 1.0.



CMIN

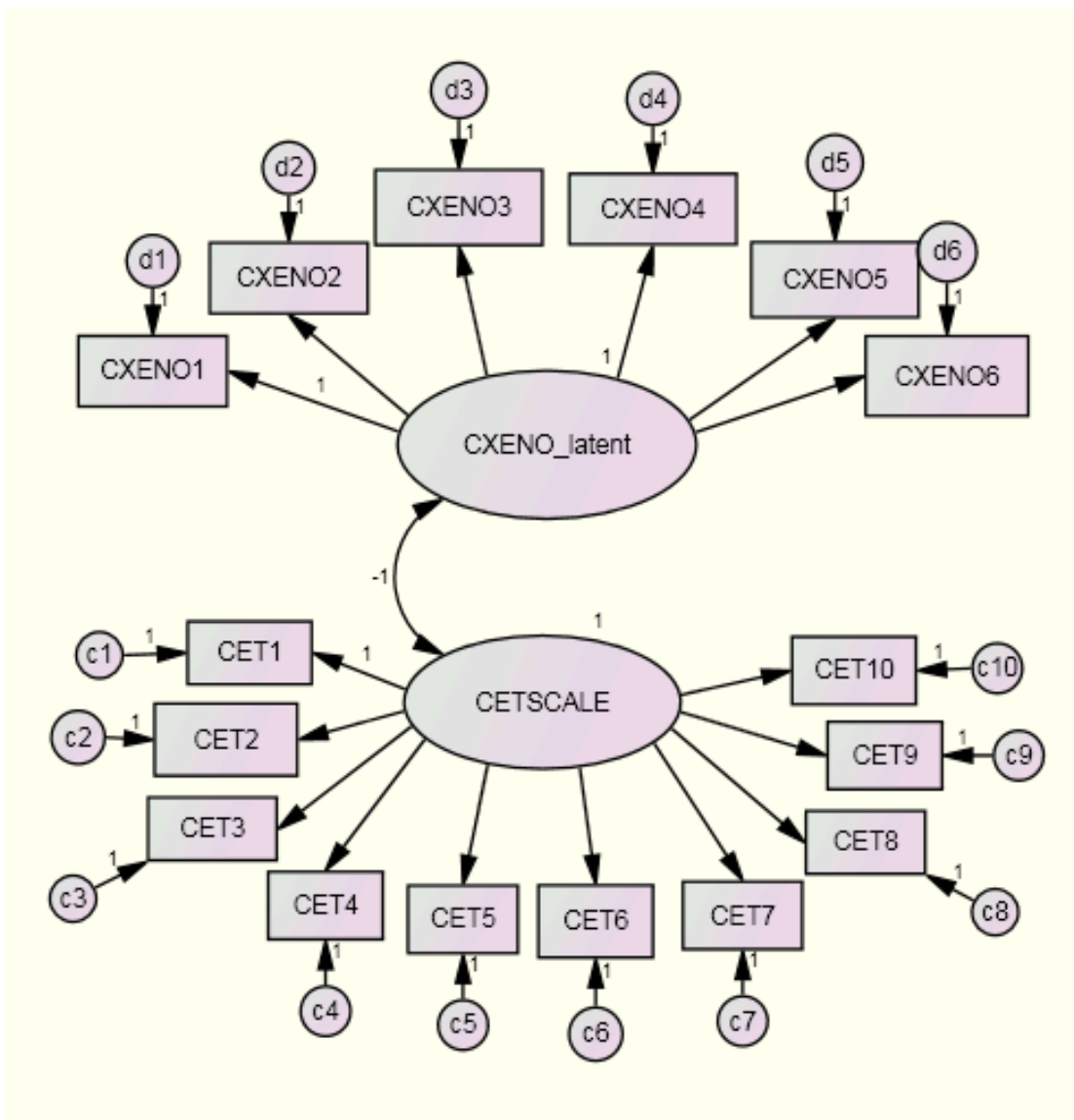
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	658.794	106	.000	6.215
Saturated model	136	.000	0		
Independence model	16	1971.208	120	.000	16.427

4.3.4.5 Discriminant Validity of CXENO and CETSCALE

As you may recall, CXENO measures a consumers' dislike for American products while CETSCALE measures consumers dislike for foreign products. There was, therefore, some concern that the CXENO and CETSCALE scales might be too negatively correlated to show discriminant validity. The model (Figure 4-11) that constrains the correlation between the CXENO and CETSCALE latent variables had a Chi2 of 1236.21 (df=106). The unconstrained model (Appendix N) had a Chi2 of 354.0 (df=105). The Chi2 difference between the two models of 882.21 (df=1) is significant at the .05 level. This indicates that the two constructs in question are not perfectly correlated and are therefore distinct constructs. This is indicative of the discriminant validity of the two constructs.

Figure 4-11

Model of CXENO and CETSCALE constructs with correlation set free.



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	1236.214	106	.000	11.662
Saturated model	136	.000	0		
Independence model	16	2583.563	120	.000	21.530

Further evidence of the discriminant validity of the CXENO and CETSCALE constructs can be seen in Table 4-16. Convergent validity of the two scales is evidenced by the relatively large (-0.274) and significant ($p=.000$) correlation between the CXENO scale and the CETSCALE. The 95% confidence interval of the correlation between CXENO and CETSCALE ranges from -.421 and -.111 and does not overlap with -1.0. This indicates that, though the constructs are highly correlated, they cannot be perfectly, correlated and are therefore, distinct constructs.

Table 4-16

Correlations between CXENO, CCOS, CETSCALE and CCosmo with 95% Confidence Intervals.

Correlations		CXENO Scale	CCOS Scale	CETSCALE	CCosmo
CXENO Scale	Pearson Correlation	1	.549**	-.274**	.404**
	Sig. (2-tailed)		.000	.000	.000
	N	164	164	164	164
	Bootstrap ^c Bias	0	.001	.004	.000
	Std. Error	0	.059	.077	.068
	95% Confidence Interval Lower	1	.429	-.421	.262
	Upper	1	.657	-.111	.535
CCOS Scale	Pearson Correlation	.549**	1	-.177*	.631**
	Sig. (2-tailed)	.000		.023	.000
	N	164	164	164	164
	Bootstrap ^c Bias	.001	0	.002	-.002
	Std. Error	.059	0	.084	.053
	95% Confidence Interval Lower	.429	1	-.333	.514
	Upper	.657	1	-.003	.717
CETSCALE	Pearson Correlation	-.274**	-.177*	1	-.381**
	Sig. (2-tailed)	.000	.023		.000
	N	164	164	164	164
	Bootstrap ^c Bias	.004	.002	0	.001
	Std. Error	.077	.084	0	.081
	95% Confidence Interval Lower	-.421	-.333	1	-.539
	Upper	-.111	-.003	1	-.219
CCosmo	Pearson Correlation	.404**	.631**	-.381**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	164	164	164	164
	Bootstrap ^c Bias	.000	-.002	.001	0
	Std. Error	.068	.053	.081	0
	95% Confidence Interval Lower	.262	.514	-.539	1
	Upper	.535	.717	-.219	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

c. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Table 4-17

Correlations between CXENO, and XENO with 95% Confidence Intervals.

Correlations						XENO	CXENO
XENO	Pearson Correlation					1	.443**
	Sig. (2-tailed)						.000
	N					147	147
	Bootstrap ^c	Bias				0	-.005
		Std. Error				0	.069
		95% Confidence Interval	Lower			1	.300
			Upper			1	.568
CXENO	Pearson Correlation					.443**	1
	Sig. (2-tailed)					.000	
	N					147	147
	Bootstrap ^c	Bias				-.005	0
		Std. Error				.069	0
		95% Confidence Interval	Lower			.300	1
			Upper			.568	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

c. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

4.3.5 Nomological Validity

We tested for predictive / nomological validity of the new scales by testing the assumption that consumers high in the CXENO and the CCOS constructs will feel more favorable towards foreign/global products. Steenkamp and DeJong's (2010) attitude towards global products (AGP) scale was the most appropriate measure to be used to assess this variable. The AGP scale (Appendix A) is somewhat different than most scales of its type as it asks the respondent to choose which of the four statements is most applicable to their beliefs and consumption habits. This is in contrast to the ubiquitous Likert-scale questions that respondents are accustomed to.

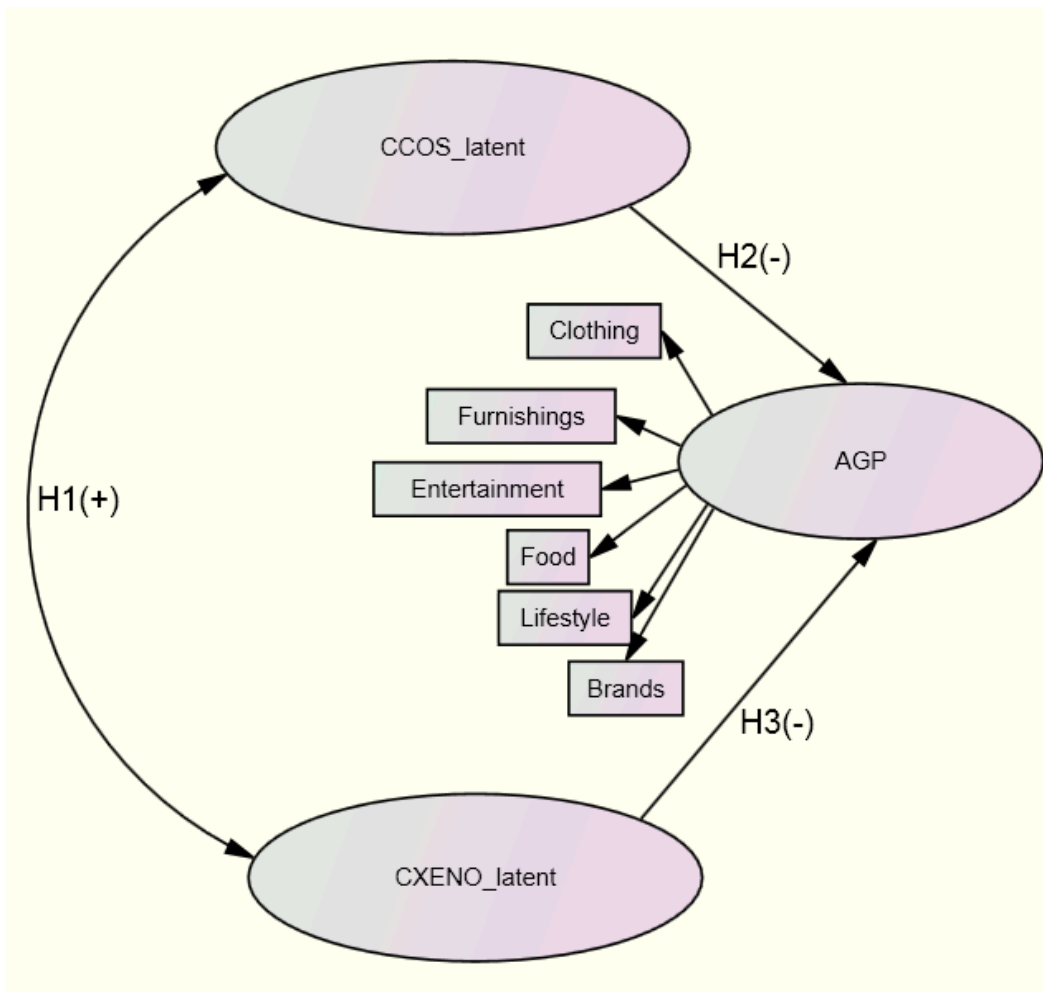
A theoretical model of the relationship between the AGP, CCOS and CXENO has been created in Figure 4-12, which also shows the hypothesized relationships between the 3 latent variables.

H1: There will be a positive and significant relationship between CCOS and CXENO.

H2: CCOS negatively affects AGP scores (indicating affinity for global products).

H3: CXENO negatively affects AGP scores (indicating affinity for global products).

Figure 4-12

Hypothesized Model of AGP, CCOS and CXENO relationships

Note: Low AGP scores are indicative of an affinity for global products.

To assess the predictive / nomological validity of our newly created scales we first calculated the correlation between CXENO and CCOS and AGP.

Table 4-18 shows that there is a significant ($p=.000$) correlation between CXENO and AGP ($-.376$) as well as between CCOS and AGP ($-.467$). The negative correlation is due to the nature of the AGP scale. Lower scores on the AGP scale are representative of a greater affinity for global products. There was no correlation be-

tween the “How many of your parents were born in the U.S.” item and any of the scales tested. We had expected there to be such a relationship assuming that respondents with recent ties to other countries would have more favorable attitudes to foreign products. This was not the case.

Table 4-18

Correlations of CXENO, CCOS, AGP and U.S. born parents.

		Correlations			
		How many of your parents were born in the U.S.?	CXENO	CCOS	AGP
How many of your parents were born in the U.S.?	Pearson Correlation	1	-.092	-.112	.154
	Sig. (2-tailed)		.269	.179	.064
	N	146	146	146	146
CXENO	Pearson Correlation	-.092	1	.528**	-.376**
	Sig. (2-tailed)	.269		.000	.000
	N	146	147	147	147
CCOS	Pearson Correlation	-.112	.528**	1	-.467**
	Sig. (2-tailed)	.179	.000		.000
	N	146	147	147	147
AGP	Pearson Correlation	.154	-.376**	-.467**	1
	Sig. (2-tailed)	.064	.000	.000	
	N	146	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

To further demonstrate the predictive validity of the CXENO and CCOS scales, linear regression was performed using the two new scales as independent variables and AGP as the dependent variable. The results of the regression were encouraging as, overall, these independent variables are linearly related to AGP (R-square=.242, F=22.95, p=.000). As is shown in Table 4-19, the standardized Beta weights of both scales were significant. The CCOS scale had a Beta weight of -0.372 (p<.05) and the

CXENO scale had a Beta weight of -0.180 ($p < .05$). From this, we can see that the CCOS construct has over two times as much predictive ability on AGP as the CXENO construct. From the results of the linear regression, it is appropriate to interpret that both CXENO and CCOS are useful in understanding Attitude towards Global Products.

Table 4-19

Linear Regression of CCOS and CXENO predicting AGP

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CCOS, CXENO ^b	.	Enter

a. Dependent Variable: AGP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.231	.41077

a. Predictors: (Constant), CCOS, CXENO

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.746	2	3.873	22.954	.000 ^b
	Residual	24.298	144	.169		
	Total	32.044	146			

a. Dependent Variable: AGP

b. Predictors: (Constant), CCOS, CXENO

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.200	.115		27.848	.000
	CXENO	-.065	.031	-.180	-2.106	.037
	CCOS	-.137	.031	-.372	-4.358	.000

a. Dependent Variable: AGP

Without overtly trying to do so, we have already largely established the nomological validity of the CXENO and CCOS scales through the use of previously mentioned correlation coefficients. Nomological validity can be characterized as the “the

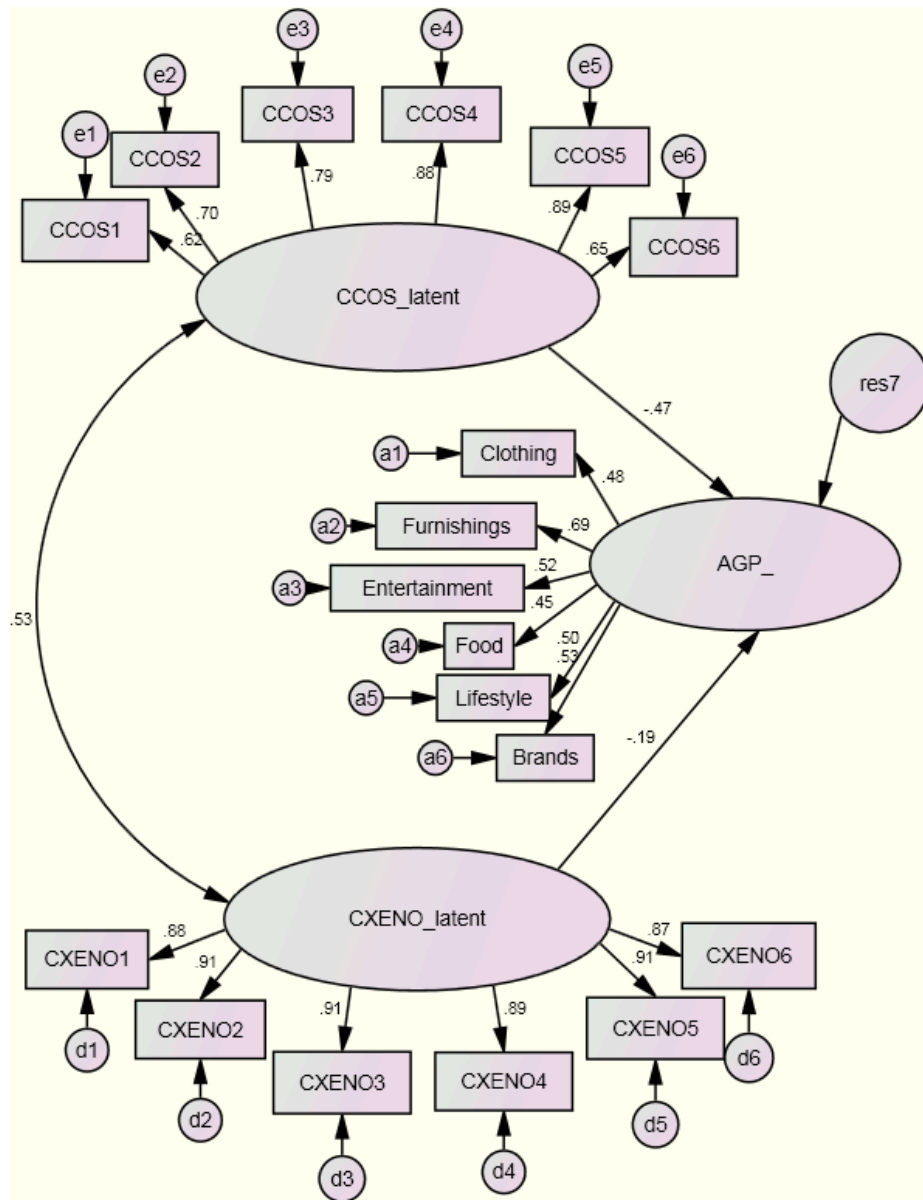
extent to which a measure is related to measures of other concepts in a manner consistent with theoretical expectations” (Diamantopoulos and Schlegelmilch 2002, p. 35). Nomological validity can also be characterized as the degree to which a construct performs as it should within a system of related constructs within its domain called a Nomological net (Guttman 1970; Bagozzi 1980; Diamantopoulos and Schlegelmilch 2002,). In the case of the CCOS and CXENO constructs, the nomological net consists of the closely related constructs already discussed herein. These include: Xenocentrism (XENO) (Perlmutter, 1954); Consumer Ethnocentrism (CETSCALE) (Shimp and Sharma, 1987), and Consumer Cosmopolitanism (CCosmo) (Riefler et al. 2012). The correlation coefficients for each of these respective pairs of scales is already shown in Tables 4-16 and 4-17. For each of these related scales, the CCOS and CXENO scales have strong and significant ($p=.000$) relationships indicating a valid nomological net. This is to say that we would expect respondents who are measured to be highly xenocentric (XENO) to also show tendencies for being xenocentric with regards to the consumption of goods (CXENO). We would expect respondents who show high characteristics of consumer ethnocentrism to not show low characteristics of consumer cosmopolitanism and consumer ethnocentrism. We would also expect that there would be very strong correlations between one method of measuring consumer cosmopolitanism (Riefler and Diamantopolous 2012) and our new method of measuring the same construct. In each of these cases, this was shown to be true.

A scale is thought to have shown nomological validity when it demonstrates clear predictive effects or antecedent causes associated with the measurement item (Diamantopoulos and Schlegelmilch 2002). A common method for testing the related-

ness of two variables is a bivariate correlation (Field 2005). This study has already investigated the relationship between many of the constructs of interest. In addition to the correlations between the many antecedents to attitude towards global products we also expect that respondents high in the CCOS and CXENO constructs would show lower levels on the AGP scale. Together, these findings would strengthen our resolve in the nomological validity of the newly created scales.

Figure 4-13

Full SEM model of CCOS, CXENO and SEM with Standardized regression weights.



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	166.704	132	.022	1.263
Saturated model	171	.000	0		
Independence model	18	1794.380	153	.000	11.728

The hypothesized model (Figure 4-12) was tested using structural equation modeling (AMOS 18.0). Figure 4-13 provides the overall fit of the structural model as well as graphical representation of the direction, and strength and of each of the paths. The standardized regression weights are shown in both the full structural equation model (figure 4-13) as well as in Table 4-20. The model's regression weights are an indication of how much influence the predictor variable has. The $-.47$ between CCOS and AGP indicates that for each standard deviation increase in CCOS there is a 0.47 standard deviation reduction in the AGP construct. The strength of all of the items in the new scales should also be noted. The weakest standardized regression weight on either of the newly constructed scales is .618. As a reference, this would have been the second strongest item in the AGP scale.

Table 4-20

Standardized Regression Weights of CCOS, CXENO and AGP Model

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
AGP_ <--- CCOS_latent	-.468
AGP_ <--- CXENO_latent	-.191
CCOS1 <--- CCOS_latent	.618
CCOS2 <--- CCOS_latent	.704
CCOS3 <--- CCOS_latent	.794
CCOS4 <--- CCOS_latent	.879
CCOS5 <--- CCOS_latent	.885
CCOS6 <--- CCOS_latent	.654
CXENO1 <--- CXENO_latent	.878
CXENO2 <--- CXENO_latent	.907
CXENO3 <--- CXENO_latent	.914
CXENO4 <--- CXENO_latent	.893
CXENO5 <--- CXENO_latent	.912
CXENO6 <--- CXENO_latent	.871
AGP_C <--- AGP_	.475
AGP_FU <--- AGP_	.694
AGP_E <--- AGP_	.523
AGP_FO <--- AGP_	.452
AGP_L <--- AGP_	.497
AGP_B <--- AGP_	.535

The significance level of all of the paths were $p < .01$ with the exception of the $CXENO \rightarrow AGP$ which was not significant. As the results indicate, the structural model provided a good fit to the data (Chi-square (df = 132) = 166.70, $p = .022$, Chi-square/df = 1.26, CFI = .98, NFI = .91, RMSEA = .042 and RMR = .087 (see Appendix O for all fit indices for this model). All but one ($CXENO \rightarrow AGP$) of the regression weights from Table 4-20 were significant at the $P < .01$ level indicating that Hypotheses 1 and 2 are supported but Hypothesis 3 is not supported on it's own but is supported as a portion of the overall model.

In summary, the nomological validity of both scales is strongly supported and

both the CXENO and CCOS scales fit well within the nomological net. This can be seen by the strong and significant correlations between the related constructs. The predictive ability of the scales has been evidenced by the linear regression using CXENO and CCOS as the independent variables and the Attitude towards Global Products (AGP) scale as the dependent variable. We showed that the two IVs were strong and significant predictors of the DV. Finally, we performed a full structural equation model of the constructs using CXENO and CCOS as predictors of AGP (Figure 4-13). This model showed strong goodness of fit statistics, indicating that CXENO and CCOS are good predictors of AGP. The full SEM also indicated that the scale items constructed were good items as indicated by the regression weights of the individual items on the latent variables.

Chapter 5

Conclusions

The main purpose of this chapter is to discuss and summarize the the findings of the results reported in Chapter 4. This chapter is divided into three different sections: 1) Discussion of Results, 2) Contributions of the Research, 3) Limitations and Future Research.

5.1 Discussion of Results

This section summarizes the findings of this scale development project including: 1) Construct Definitions, 2) Item Generation and Expert Screening. 3) Scale Development Study and 4) Scale Validation Studies.

5.1.1 Construct Definitions

A thorough review of the literature resulted in clear definitions for the CXENO and CCOS constructs.

Consumer Xenocentrism: An individual's preference for the products or services of a society other than his own. A propensity to rate and scale all products and services in reference to this foreign society and not his own.

Consumer Cosmopolitanism: A consumer's openness to new ideas and a tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence.

5.1.2 Item Generation and Expert Screening

The initial pool of prospective scale items for the consumer xenocentrism and consumer cosmopolitanism scales were developed by the author based on a thorough review of the literature and with the use of an open-ended pretest (Appendix B). After

screening for redundancies, the result was a pool of items that consisted of 27 items for the CXENO scale and 24 items for the CCOS pool.

A panel of six experts was used to assess the items for face validity and content validity as well as the clarity of the items (Appendix C). The experts were given the opportunity to make open-ended suggestions for improvements and additions to the item pool. After eliminating poor items and adding items based on the suggestion of the experts, we had 20 and 18 items for the CXENO and CCOS scales, respectively.

5.1.3 Scale Development and Purification Study

The scale development study was used to begin the scale purification process after looking at the factor structure of the two constructs. Principal component analysis (PCA) of the prospective scale items yielded from the expert screening was conducted for both the CXENO and CCOS constructs. The PCA indicated that both scales were unidimensional in nature and the results of the PCA were used to help detect and eliminate unsuitable items from the pool. The items were also screened on this study using Item-Total Correlation statistics and Cronbach's Alpha using an iterative process. The end result of the development study was a pair of succinct 6-item scales that exhibited strong reliability statistics. The six-item CXENO scale (Table 4-7) has a Cronbach's Alpha of .912. The six-item CCOS scale (Table 4-12) has a Cronbach's Alpha of .828.

5.1.4 Scale Validation Studies

The scale validation was broken into two different studies to accommodate the large number of items required to fully validate the two scales. Confirmatory factor analyses (CFA) of both the CXENO (figure 4-3) and CCOS (figure 4-4) scales were

conducted to confirm the factor structure of the two scales. The results of the CFAs confirmed the factor structure for both scales with the goodness of fit indices falling well within the acceptable ranges dictated by the scale development literature. Neither the CXENO nor the CCOS scales showed significant correlations (Table 4-15) with the Social Desirability Scale, indicating that social desirability bias was not an issue. Discriminant and convergent validity between the two new scales as well as the closely related Xenocentrism, Consumer Ethnocentrism and three-dimensional consumer cosmopolitanism scales was assessed using two techniques. We used a Chi-square difference test, comparing a structural model that perfectly correlated the scales of interest to a model that let the correlations be set free. We also looked at the 95% confidence intervals of the correlation coefficients between the scales of interest. In all circumstances using either test the discriminant validity was substantiated. The convergent validity was evidenced by the significant correlations between the constructs that the nomological net would dictate. These correlations were also indicative of the nomological validity of the scales. Their nomological validity was further proven by conducting a full structural equation model (Figure 4-13) of the CXENO and CCOS scales along with the Attitude towards Global Products (AGP) scale. The end result of this scale development study is a pair of succinct 6 item scales that exhibited strong reliability statistics.

5.2 Contributions of the Research

This research makes important contributions to marketing theory. The first contribution is the derivation of a definition for the term consumer xenocentrism. In this dissertation, we define consumer xenocentrism as an individual's preference for the products or services of a society other than his own. A propensity to rate and scale all products and services in reference to this foreign society and not his own. The presence of such a construct has been alluded to in the literature (Oberecker, Riefler, and Diamantopoulos 2008), but little theoretical conceptualization of the construct has occurred. The little that has been conducted (Kent and Burnight 1951; Perlmutter 1954) has become somewhat antiquated.

The more obvious contributions of this dissertation are the two scales that were created and validated. Most important is the creation of the consumer xenocentrism (CXENO) scale (see Table 4-7) Prior to this research project, marketers had no scale with which to measure this important construct. We have provided researchers with a scale that has the advantage of being succinct (6 item) while also displaying strong psychometric properties.

The second scale that was created is a unidimensional consumer cosmopolitanism (CCOS) scale. Though a consumer cosmopolitanism scale does exist in the literature (Riefler et al. 2012) we feel that a unidimensional scale is more appropriate and user-friendly than the 3 dimensional scale that exists. Our CCOS scale also has the advantage of being succinct (6 items) and reliable ($\alpha=.828$), making it easier for researchers to fit into their research questionnaires. One of the problems we have encountered in conducting the research to create these scales was the inability to fit all of

the desired related scales onto a single instrument. We were, therefore, forced to break the validation of the scales into two different instruments to accommodate the large number of items.

We have also begun to understand how the consumer xenocentrism and consumer cosmopolitanism constructs influence consumers' attitudes towards global products by investigating the relationship between CXENO, CCOS and AGP using a structural equation model. We find that a consumer's level of CXENO and CCOS do have a meaningful influence on their attitudes toward global products.

From a managerial perspective, this relationship between CXENO, CCOS and AGP might provide guidance for the branding of both local and global products among populations with known levels of CCOS and CXENO. We have already seen advertising campaigns directed to consumers who show either xenocentric or cosmopolitan tendencies. The two new scales might be useful in more accurately segmenting populations according to these two constructs for purposes of targeting.

5.3 Limitations and Future Research

Although this dissertation further conceptualizes and creates scales for consumer cosmopolitanism and consumer xenocentrism, there are limitations to the research herein. We therefore take this opportunity to point out some limitations and make recommendations for furthering this specific area of investigation.

The student samples used for the scale development process may have posed a limitation for this research. Aside from the normal limitations associated with a student sample, the geographical location of the university from which the sample was

drawn may have also limited the generalizability of the results. The university is located in a “Rust Belt” city with a population that has disproportionate ties to U.S. manufacturing jobs. We might therefore suspect that the local population shows greater signs of consumer ethnocentrism, given the somewhat recent increase in the number of U.S. manufacturing jobs being moved to foreign countries.

The online sample for the second validation study was taken from a nationwide sample and showed no significant differences from the first two student samples providing some evidence of further generalizability. It would, however, be careless to not point out some of the possible limitations associated with the use of a paid online survey of convenience. The respondents for the online survey came from a pool of respondents, presumably, looking to make a little extra money. One of the nice things about the Amazon Mechanical Turk service is that it allows the administrator to see how much you are paying the respondents on an hourly basis. The average hourly pay for the 145 respondents who took the second validation study was about six dollars. We might, therefore, characterize the online sample as U.S. residents with at least decent computer / internet skills (given the nature of the test) who are willing to spend their free time doing surveys to make 6 dollars an hour. Given the clear limitations of the research sample, we recommend further validation studies using different samples that are more representative of the overall population of the U.S..

Another limitation to this research is that it is, by design, applicable only to the U.S. population. We think that it would be useful to make country specific changes to the scale items to determine how appropriate the scales are using samples from differ-

ent countries.

The study is further limited by the singular method of administration for each of the scales. For both the CXENO and CCOS scales, the only measurement method is the use of a self-report survey. The convergent and discriminant validity of the scales could have been further assessed and verified had we employed an alternate method for measuring the two constructs. We therefore recommend the construction of another method of measuring the two constructs using methods other than self-report surveys.

The scale development study is also limited by the related constructs included in this research. The nomological net portrayed in this study is by no means complete and further constructs should be included to further confirm the nomological validity of the consumer cosmopolitanism and consumer xenocentrism scales. We used the AGP scale to assess the predictive validity of this scale. Perhaps future research could include measures that not only measure consumers' attitudes towards global products, but to also measure their willingness to buy global products in varying situations. The number of possible moderator and mediator variables that could be introduced into such a model is astounding. Some interesting variables to introduce in future models include price of the product, perceived quality of the product, familiarity with the product brand, complexity of the purchase decision-making process and the involvement of the consumer to name but a few interactional variables.

APPENDIX A RELATED SCALES

A.1 Consumer Cosmopolitanism -CYMYC Scale (Cannon et al. 1994)

1. I don't like experimenting with things I don't enjoy. (R)
2. I get uncomfortable when people suggest that there is a "right" way to do something.
3. I like to surround myself with things that are familiar to me. (R)
4. When I make important decisions, I rely a lot on the opinions of my friends. (R)
5. I tend to appreciate many different kinds of music.
6. You can usually solve a lot of problems by simply doing what you are supposed to do. (R)
7. I pay a lot of attention to local news. (R)
8. I tend to evaluate people by what they do, not who they are or what position they hold.
9. Foreigners often leave me uncomfortable. (R)
10. I tend to be very loyal to my friends. (R)
11. I wish I could speak at least one foreign language.
12. I appreciate the importance of following tradition. (R)
13. I enjoy getting news from all over the world.
14. I tend to get intensively involved with the people around me. (R)
15. I like to have contact with people from different cultures.
16. I often feel like an "outsider" in my community.
17. I am most comfortable when I am talking to my close friends. (R)
18. World issues concern me more than the issues of any one country.
19. I enjoy experimenting with many different kinds of foods.

- 20. I feel very close to the people in my community. (R)
- 21. I like immersing myself in different cultural environments.
- 22. When I make an important decision, I look for information from as many different sources as possible.
- 23. I avoid settings where people don't share my values. (R)
- 24. I can usually make a good decision if I have the proper information.

R= Reverse-coded item.

A.2 17-ITEM CETSCALE (Shimp and Sharma, 1987)

- 1. American people should always buy American- made products instead of imports.
- 2. Only those products that are unavailable in the U.S. should be imported.
- 3. Buy American-made products. Keep America working.
- 4. American products, first, last, and foremost.
- 5. Purchasing foreign-made products is un-American.
- 6. It is not right to purchase foreign products, because it puts Americans out of jobs.
- 7. A real American should always buy American- made products.
- 8. We should purchase products manufactured in America instead of letting other countries get rich off us.
- 9. It is always best to purchase American products.
- 10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
- 11. Americans shouldn't buy foreign products, because this hurts American business

and causes unemployment.

12. Curbs should be put on all imports.

13. It may cost me in the long-run but I prefer to support American products.

14. Foreigners shouldn't be allowed to put their products on our markets. .

15. Foreign products should be taxed heavily to reduce their entry into the U.S.

16. We should buy from foreign countries only those products that we cannot obtain within our own country.

17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work. .

A.3 Internationalism (Kosterman and Feshbach, 1989)

44. If necessary, we ought to be willing to lower our standard of living to cooperate with other countries in getting an equal standard for every person in the world.

74. The alleviation of poverty in other countries is their problem, not ours.

103. America should be more willing to share its wealth with other suffering nations, even if it doesn't necessarily coincide with our political interests.

93. We should teach our children to uphold the welfare of all people everywhere even though it may be against the best interests of our own country.

32. I would not be willing to decrease my living standard by ten percent to increase that of persons in poorer countries of the world.

110. Children should be educated to be international minded-to support any movement which contributes to the welfare of the world as a whole, regardless of special national

interests.

84. The agricultural surpluses of all countries should be shared with the have-nots of the world.

78. The position a U.S. citizen takes on an international issue should depend on how much good it does for how many people in the world, regardless of their nation.

116. Countries needing our agricultural surpluses should pay for them instead of getting something for nothing.

A.4 Cosmopolitanism (Cleveland et al., 2009)

(COS1) I enjoy exchanging ideas with people from other cultures or countries. .823

(COS2) I am interested in learning more about people who live in other countries. .805

(COS3) I enjoy being with people from other countries to learn about their views and approaches. .779

(COS4) I like to observe people of other countries, to see what I can learn from them.
.764

(COS5) I like to learn about other ways of life. .723

(COS6) I find people from other cultures stimulating.

A.5 Three Dimensional Consumer Cosmopolitanism C-COSMO (Riefler et al. 2012)

Open-mindedness

When traveling, I make a conscious effort to get in touch with the local culture and traditions.

I like having the opportunity to meet people from many different countries.

I like to have contact with people from different cultures.

I have got a real interest in other countries

Diversity appreciation

Having access to products coming from many different countries is valuable to me.

The availability of foreign products in the domestic market provides valuable diversity.

I enjoy being offered a wide range of products coming from various countries.

Always buying the same local products becomes boring over time.

Consumption transcending borders

I like watching movies from different countries.

I like listening to music of other cultures.

I like trying original dishes from other countries.

I like trying out things that are consumed elsewhere in the world.

A.6 Attitude towards Global Products (Steenkamp and De Jong, 2010)

AGP/ALP Measurement Instrument

Entertainment

1. I enjoy entertainment that I think is popular in many countries around the world more than traditional entertainment that is popular in my own country.
2. I enjoy traditional entertainment that is popular in my own country as well as entertainment that I think is popular in many countries around the world.
3. I enjoy traditional entertainment that is popular in my own country more than entertainment that I think is popular in many countries around the world.
4. I don't enjoy most entertainment, whether it's traditionally popular in my own country or popular in many countries around the world.

Furnishings

1. I prefer to have home furnishings that I think are popular in many countries around the world rather than furnishings that are considered traditional in my own country.
2. I prefer mixing home furnishings that are traditional in my own country with furnishings that I think are popular in many countries around the world.
3. I prefer to have home furnishings that are traditional in my country rather than furnishings that I think are popular in many countries around the world.
4. I don't really like my own country's traditional home furnishings or furnishings that I think are popular in many countries around the world.

Clothing

1. I like to wear clothing that I think is popular in many countries around the world more than clothing that is traditionally popular in my own country.
2. I like to alternate or mix choices so that I wear clothing that is traditionally popular in my own country as well as clothing that I think is popular in many countries around the world.
3. I like to wear clothing that is traditionally popular in my own country more than clothing that I think is popular in many countries around the world.
4. I don't care whether you're talking about the traditional clothing in my own country or clothing that I think is popular in many countries around the world, I am not interested in clothing.

Food

1. I enjoy foods that I think are popular in many countries around the world more than my own country's traditional foods.
2. I enjoy my own country's traditional foods as well as foods that I think are popular in many countries around the world.
3. I enjoy my own country's traditional foods more than foods that I think are popular in many countries around the world.
4. I don't really enjoy my own country's traditional foods, nor do I enjoy foods that I think are popular in many countries around the world.

Lifestyle

1. I prefer to have a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in my own country.

2. I prefer to blend the traditional lifestyle in my own country with a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world.
3. I prefer to have a lifestyle that is traditional in my own country rather than one that I think is similar to the lifestyle of consumers in many countries around the world.
4. To be honest, I don't find the traditional lifestyle in my own country or the consumer lifestyle that is similar in many countries around the world very interesting.

Brands

1. I prefer to buy brands that I think are bought by consumers in many countries around the world rather than local brands that are sold only in my country.
2. I prefer to buy both local brands that are sold only in my country and brands that I think are bought by consumers in many countries around the world.
3. I prefer to buy local brands that are sold only in my country rather than brands that I think are bought by consumers in many countries around the world.
4. I couldn't care less about the countries associated with any brand; brand names mean nothing to me.

For each consumption domain, we asked respondents to place a tick in front of the one statement that best described their feelings. For each domain, statements 1–4 are indicative of a positive AGP combined with a negative ALP, positive AGP/positive ALP, negative AGP/positive ALP, and negative AGP/negative ALP, respectively.

A.7 Xenophile Sub-Scale Items (Perlmutter, 1954)

3. The Chief stimulants to basic American institutions in this country have come mainly from European and Oriental ideas and doctrines.
4. The most delicious foods are European or Oriental.
11. The British use the English language better than most Americans do.
13. European men are usually more romantic than American men.
15. Too much stress is placed on Americanism these days, not enough on the fact that we are all descendants of the Old World.
17. Compared to the French, Americans are an unimaginative people.
24. European children are generally better mannered than Americans.
25. Europeans on the whole appreciate and understand the arts better than Americans.
26. Most European girls make better wives than American girls.
27. Europeans generally are a warmer and friendlier people than Americans.

Adapted Xenophile Scale

Perlmutter Xenophile (1954) revisions

1. The British use the English language better than most Americans do.
2. The most delicious foods are European or Asian.
3. Compared to the French, Americans lack imagination.
4. European men are usually more romantic than American men.
5. Most European women make better wives than American women.
6. Europeans are, generally, warmer and friendlier than Americans.

7. The main stimulants to American institutions originally were European and Asian ideas and teachings.
8. Too much stress is placed on Americanism these days, not enough on the fact that most of us are descendants of the Old World.
9. European children are generally better mannered than American children.
10. Europeans on the whole appreciate and understand the arts better than Americans.

APPENDIX B OPEN-ENDED ITEM GENERATION SURVEY

Consumer Behavior Survey

Certain countries or regions of the world have reputations for producing certain types of superior quality products. For instance, Switzerland has a reputation for making high quality watches and certain people prefer to buy Swiss watches.

Please name 2 other countries along with the product(s) for which they are famous for quality/superior products.

e.g. Switzerland –Watches, Secure Banks

1.

2.

Please describe situations in which **you** might specifically seek out products made in another **specific** country. Explain why. (e.g. I prefer to purchase Italian made shoes because they tend to be the most fashionable and are durable.)

-

-

Please describe situations in which **others** might specifically seek out products made in another **specific** country. Explain why. (e.g. Some people prefer to buy Japanese vehicles because they believe U.S. autoworkers are overpaid.)

-

-

A “cosmopolitan consumer” is one who considers all countries equally when choosing a product. She/he seeks out the very best (highest quality, most fashionable, best performance, etc.,) products, regardless of country of origin, and may also preferentially seek out variety and differentiation in foreign produced products.

Even if you don’t know any “cosmopolitan consumers”, describe some of the shopping habits that this type of person might have. (e.g. Doesn’t always buy what is most popular in the U.S. but likes to try products from different countries to see for themselves which is the best.)

-

-

Describe some reasons (other than the examples given) why some people (not necessarily you) might prefer to buy products from countries other than their own. The reasons can be specific to one country or general about all foreign countries.

- Ex.1) I like to buy products from Germany because they are famous for their quality and styling.
- Ex. 2) I like to buy products from African countries because workers there tend to be very poor and need the money/jobs more than those in the U.S.

-

-

APPENDIX C EXPERT REVIEW INSTRUMENT FOR CCOS AND CXENO ITEM POOL

Consumer Cosmopolitanism and Consumer Xenocentrism Scale Creation Project

Review of Initial Item Pool

Attached are two item pools for that will be used to create the Consumer Cosmopolitanism and Consumer Xenocentrism scales.

You should first read the description of the construct of interest. You will then be given a number of potential scale items to evaluate. Please rate each item on its relevance to the construct in question as well as the items' overall conciseness and clarity. Additionally, if you feel as though any of the items could be enhanced please indicate those changes on the paper. After having read the proposed scale items you feel that we have omitted any items that might tap the construct in question please mention these missing items at the end of each section.

I understand the long and repetitive nature of this questionnaire and greatly appreciate your efforts and extended attention.

Consumer Cosmopolitanism

Consumer Cosmopolitanism: as conscious openness to the products of the world and its many cultures.

1. Keeping the **Consumer Cosmopolitanism** construct in mind please rate each scale item for relevance and conciseness / clarity.
2. Also, please make any correction / modifications to scale items that you feel will improve the items.

e.g. I don't like to support American capitalism for ~~personnel~~ *personal* reasons.

1. I enjoy listening to music which most would consider to be outside of my culture.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. "I enjoy attending events primarily intended for people from other cultures.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. If searching for a movie to watch I would strongly consider a foreign film.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. I like to eat foods from different countries.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. I enjoy experimenting with cuisine from different countries.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. When buying groceries, I shop in the sections that sell foreign foods.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Cosmopolitanism

Consumer Cosmopolitanism: as conscious openness to the products of the world and its many cultures.

7. I mainly watch movies that involve characters that are culturally like me.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I would consider wearing clothes that are drastically different than my cultural norm.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. I enjoy trying products that are popular in other countries.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. If I were to travel abroad I'd likely stay at an American-friendly resort.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. I enjoy buying products that are seen as unique.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Buying clothing from certain other countries can help me look "Original".

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. I prefer to make purchases from abroad to ensure I don't look like everyone else.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
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Consumer Cosmopolitanism

Consumer Cosmopolitanism: as conscious openness to the products of the world and its many cultures.

This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. In order to be fashionable I often need to purchase products from other countries.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. I appreciate quality regardless of what country a product is made in.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I'm way more interested in the utility of a product than its country of origin.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. When traveling to new places I prefer to eat at restaurants that serve food I'm used to.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. When given the chance, I enjoy international media such as magazines, television, movies or books.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. I like to buy products that are not typically available in the U.S.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Cosmopolitanism

Consumer Cosmopolitanism: as conscious openness to the products of the world and its many cultures.

20. When making a purchase decision I never buy because of popularity.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. I enjoy getting a taste of other cultures by purchasing certain foreign products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. I can satisfy my curiosity about other cultures by purchasing products from that culture.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. I often need to buy products made outside the U.S. in order to suit my needs.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Country of product origin should not be considered in purchase decisions.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you think of additional ways / items that might tap the consumer cosmopolitanism construct? If so, please list below.

1. -
2. -
3. -
4. -

DIVIDER PAGE

Please take a moment to clear your mind of the first construct presented as you will be presented with a similar task using a new construct. Please carefully read the definition / description of the new construct and perform the same tasks on this item pool as you did on the previous.

Consumer Xenocentrism

Consumer Xenocentrism: a bias against domestic products due to a dislike for one's native country or a centering in another culture. A consumer xenocentric sees faults in domestic products when none may exist.

1. Keeping the **Consumer Xenocentrism** construct in mind please rate each scale item for relevance and conciseness / clarity.
2. Also, please make any correction / modifications to scale items that you feel will improve the items.

e.g. I don't like to support American capitalism for ~~personnel~~ *personal* reasons.

1. **Workers in other countries take more pride in craftsmanship than American workers do.**

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. **"American Craftsmanship" isn't what it used to be.**

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. **American manufacturers employ many lazy workers.**

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. **American manufacturing plants employ spoiled workers.**

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **American businesses don't deserve my money.**

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Xenocentrism

Consumer Xenocentrism: a bias against domestic products due to a dislike for one's native country or a centering in another culture. A consumer xenocentric sees faults in domestic products when none may exist.

6. I don't like to buy American products because it supports the greed of corporate America.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. I am an American citizen, but I prefer to purchase products from the country my ancestors are from.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I don't like to support American capitalism for personal reasons.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. I don't like to buy American products because doing so only supports the rich.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. I'm only making the rich richer by buying American.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. I don't like to buy American products as a form of protest against corrupt American policies/politics.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Xenocentrism

Consumer Xenocentrism: a bias against domestic products due to a dislike for one's native country or a centering in another culture. A consumer xenocentric sees faults in domestic products when none may exist.

12. I prefer to buy products from my country of ancestry rather than the U.S..

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. All other thing being equal, I prefer to buy foreign products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. I get a better feeling buying a foreign-made product than one that is made in the U.S.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. When making a purchase decision the "Made in the U.S.A." label is a turnoff.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I prefer to buy foreign-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Foreign manufacturers generally offer better product value.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Xenocentrism

Consumer Xenocentrism: a bias against domestic products due to a dislike for one's native country or a centering in another culture. A consumer xenocentric sees faults in domestic products when none may exist.

18. The best products in the world rarely come from the U.S.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. I have considered boycotting American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. I don't give special favoritism to American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. I don't feel the need to be loyal to U.S. products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. I sometimes avoid American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. I give no special preference to American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Xenocentrism

Consumer Xenocentrism: a bias against domestic products due to a dislike for one's native country or a centering in another culture. A consumer xenocentric sees faults in domestic products when none may exist.

24. I feel better about buying most foreign products than American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. If I were to make a list ranking my favorite countries to buy from, the US would be ranked low.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Compared to the U.S. there are many other countries I prefer to buy from.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. I don't understand why some people prefer to buy American-made products.

	strongly disagree	somewhat disagree	neither agree nor disagree	somewhat agree	strongly agree
This item is relevant to construct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This item is clear and concise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Can you think of additional ways / items that might tap the consumer xenocentrism construct? If so, please list below.

1. -
2. -
3. -
4. -

THANK YOU!!!

Thank you very much for your extended effort in completing this survey. Your time and effort is very much appreciated.

Please indicate to what degree you agree with each of the statements below.

I enjoy listening to music which most would consider to be outside of my culture.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

If searching for a movie to watch, I would strongly consider a foreign film.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I like to eat foods from different countries.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

When buying groceries, I shop in the sections that sell foreign foods.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I would consider wearing clothes that are different than my cultural norm.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I enjoy attending events primarily intended for people from other cultures.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I enjoy trying products that are popular in other countries.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

In order to be fashionable, I often need to purchase products from other countries.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I enjoy experimenting with cuisine from different countries

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I'm way more interested in the utility of a product than its country of origin.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

When traveling to new places, I prefer to eat at restaurants that serve food I'm used to.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

When given the chance, I enjoy international media such as magazines, television, movies or books.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I like to buy products that are not typically available in the U.S.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I enjoy getting a taste of other cultures by purchasing foreign products.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I appreciate quality regardless of what country a product is made in.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I satisfy my curiosity about other cultures by purchasing products from that culture.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I often need to buy products made outside of the U.S. in order to better suit my needs.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Country of product origin should not be considered in purchase decisions.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

This item is intended to be an attention check. Please choose "Strongly Disagree" for this item.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Workers in other countries take more pride in craftsmanship than American workers do.

[illegible]

I don't like to buy American products because it supports the greed of corporate America.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I prefer to purchase products from the country my ancestors are from rather than from the U.S..

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6	6	6	6	6	6	6

Foreign manufacturers generally offer better product value.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

The best products in the world rarely come from the U.S.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I have considered boycotting American-made products.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I sometimes avoid American-made products.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I find that I enjoy using foreign made products more so than products made in the U.S.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

I feel better about buying most foreign products than American-made products.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

If I were to make a list ranking my favorite countries to buy from, the U.S. would be ranked low.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Compared to the U.S. there are many other countries I prefer to buy from.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

I don't understand why some people prefer to buy American-made products.

Strongly Disagree Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Agree Strongly Agree

Are you a U.S. citizen?

Yes No

☐ ☐

How many of your parents were born in the U.S.?

0 1 2

☐ ☐ ☐

In what year were you born?

What is your gender?

Male Female

☐ ☐

This concludes the survey.

Thank you very much for your participation.

APPENDIX E SCALE VALIDATION SURVEY #1



Below is a voluntary survey that will be used to create a scale to measure peoples' thoughts regarding the consumption of both foreign and domestic goods. The purpose of this survey is to help us create the scale, which is to say that what you have here is not the final scale. You will therefore find that many of the items are repetitive. This is because we are trying to identify the best questions to ask. When completing the survey it is very important that you answer each question on an individual basis after reading the item carefully. Your participation is strictly voluntary but greatly appreciated. Thanks for your consideration.

Please indicate to what degree you agree with each of the statements below.

I satisfy my curiosity about other cultures by purchasing products from that culture.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to buy products that are not typically available in the U.S.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy trying products that are popular in other countries.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy getting a taste of other cultures by purchasing foreign products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When given the chance, I enjoy international media such as magazines, television, movies or books.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy attending events primarily intended for people from other cultures.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to observe people of other countries, to see what I can learn from them.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



I like to learn about other ways of life.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I find people from other cultures stimulating.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I prefer to buy foreign-made products

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

All other things being equal, I prefer to buy foreign products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I find that I enjoy using foreign made products more so than products made in the U.S.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I get a better feeling from buying a foreign-made product than from buying one that is made in the U.S..

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Compared to the U.S. there are many other countries I prefer to buy from.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I feel better about buying most foreign products than American-made products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



This item is intended to be an attention check. Please choose "Disagree" for this item.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When traveling, I make a conscious effort to get in touch with the local culture and traditions.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like having the opportunity to meet people from many different countries.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like to have contact with people from different cultures.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have got a real interest in other countries

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Having access to products coming from many different countries is valuable to me.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The availability of foreign products in the domestic market provides valuable diversity.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy being offered a wide range of products coming from various countries.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>>

Always buying the same local products becomes boring over time

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like watching movies from different countries.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like listening to music of other cultures.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like trying original dishes from other countries.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I like trying out things that are consumed elsewhere in the world.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I sometimes feel resentful when I don't get my way,

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a few occasions, I have given up doing something because I thought too little of my ability.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There have been times when I felt like rebelling against people in authority even though I knew they were right.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>>

No matter who I'm talking to, I'm always a good listener.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I can remember "playing sick" to get out of something.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There have been occasions when I took advantage of someone.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'm always willing to admit it when I make a mistake.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I sometimes try to get even rather than forgive and forget

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When I don't know something I don't at all mind admitting it.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am sometimes irritated by people who ask favors of me

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have never deliberately said something that hurt someone's feelings.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



This item is intended to be an attention check. Please choose "Strongly Disagree" for this item.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Only those products that are unavailable in the U.S. should be imported.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

American products, first, last, and foremost.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Purchasing foreign-made products is un-American.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It is not right to purchase foreign products, because it puts Americans out of jobs.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A real American should always buy American-made products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We should purchase products manufactured in America instead of letting other countries get rich off us.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Americans shouldn't buy foreign products, because this hurts American business and causes unemployment.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>

It may cost me in the long-run but I prefer to support American products.

Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree nor Disagree ☐ Somewhat Agree ☐ Agree ☐ Strongly Agree ☐

We should buy from foreign countries only those products that we cannot obtain within our own country.

Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree nor Disagree ☐ Somewhat Agree ☐ Agree ☐ Strongly Agree ☐

American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work. .

Strongly Disagree ☐ Disagree ☐ Somewhat Disagree ☐ Neither Agree nor Disagree ☐ Somewhat Agree ☐ Agree ☐ Strongly Agree ☐

Are you a U.S. citizen?

Yes ☐

No ☐

How many of your parents were born in the U.S.?

0 ☐

1 ☐

2 ☐

In what year we you born?

What is your gender?

Male ☐

Female ☐

**Please go to the next page for instructions on how to get credit for completing this survey.
Thanks!**

>>

APPENDIX F EXPERT REVIEW INSTRUMENT FOR XENOPHILE SCALE MODIFICATIONS



Xenophilia is defined as a love for strangers and foreigners and an implicit or explicit disrespect for or hatred of one's own sociological reference group.

The xenophilia construct has only a single scale that was created in 1954 (Perlmutter). As you might imagine, some of the items are quite dated. As a result, we'd like to update the items without changing their meaning.

Many of the items herein have been modified to reflect current language while others have not been changed as we feel that the wording is acceptable.

For the **altered** items please rate the items for clarity and indicate whether or not the meaning of the item has been altered due to the change in wording.

For the **unaltered** items please indicate the degree to which you agree with our decision to not alter these items.

For items that you disagree with our decision please indicate in the area below why you feel the specific item needs to be altered.

Altered Items

Original: The Chief stimulants to basic American institutions in this country have come mainly from European and Oriental ideas and doctrines.

Modified: The basic American institutions come from ideas used in Europe and Asia.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The overall meaning has not changed between the original and modified item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The modified item is more understandable than the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Original: The most delicious foods are European or Oriental.

Modified: The most delicious foods are European or Asian.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The overall meaning has not changed between the original and modified item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The modified item is more understandable than the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Original: Compared to the French, Americans are an unimaginative people.

Modified: Compared to the French, Americans lack imagination.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The overall meaning has not changed between the original and modified item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The modified item is more understandable than the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Original: Most European girls make better wives than American girls.

Modified: Most European women make better wives than American women.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The overall meaning has not changed between the original and modified item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The modified item is more understandable than the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Original: Europeans generally are a warmer and friendlier people than Americans.

Modified: Europeans are, generally, warmer and friendlier than Americans.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The overall meaning has not changed between the original and modified item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The modified item is more understandable than the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Unaltered Items

To what degree do you agree with our decision to not modify these items?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The British use the English language better than most Americans do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too much stress is placed on Americanism these days, not enough on the fact that we are all descendants of the Old World.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European children are generally better mannered than Americans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Europeans on the whole appreciate and understand the arts better than Americans.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European men are usually more romantic than American men.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please address specific concerns you have regarding individual items in the space below:

Please address specific concerns you have regarding individual items in the space below:

Please address specific concerns you have regarding individual items in the space below:

Please address specific concerns you have regarding individual items in the space below:

I prefer to buy foreign-made products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I get a better feeling from buying a foreign-made product than from buying one that is made in the U.S..

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

All other things being equal, I prefer to buy foreign products.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I find that I enjoy using foreign made products more so than products made in the U.S..

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Compared to the U.S. there are many other countries I prefer to buy from.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This item is intended to be an attention check. Please choose "Disagree" for this item.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The British use the English language better than most Americans do.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The most delicious foods are European or Asian.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



Compared to the French, Americans lack imagination.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

European men are usually more romantic than American men.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Most European women make better wives than American women.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Europeans are, generally, warmer and friendlier than Americans.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The main stimulants to American institutions originally were European and Asian ideas and teachings.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Too much stress is placed on Americanism these days, not enough on the fact that most of us are descendants of the Old World.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

European children are generally better mannered than American children.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Europeans, on the whole, appreciate and understand the arts better than Americans.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>



For the next 6 questions, please indicate which of the statements most represents your feelings about:

Entertainment

- ☐ I enjoy entertainment that I think is popular in many countries around the world more than traditional entertainment that is popular in my own country.
- ☐ I enjoy traditional entertainment that is popular in my own country as well as entertainment that I think is popular in many countries around the world.
- ☐ I enjoy traditional entertainment that is popular in my own country more than entertainment that I think is popular in many countries around the world.
- ☐ I don't enjoy most entertainment, whether it's traditionally popular in my own country or popular in many countries around the world.

Furnishings

- ☐ I prefer to have home furnishings that I think are popular in many countries around the world rather than furnishings that are considered traditional in my own country.
- ☐ I prefer mixing home furnishings that are traditional in my own country with furnishings that I think are popular in many countries around the world.
- ☐ I prefer to have home furnishings that are traditional in my country rather than furnishings that I think are popular in many countries around the world.
- ☐ I don't really like my own country's traditional home furnishings or furnishings that I think are popular in many countries around the world.

Clothing

- ☐ I like to wear clothing that I think is popular in many countries around the world more than clothing that is traditionally popular in my own country.
- ☐ I like to alternate or mix choices so that I wear clothing that is traditionally popular in my own country as well as clothing that I think is popular in many countries around the world.
- ☐ I like to wear clothing that is traditionally popular in my own country more than clothing that I think is popular in many countries around the world.
- ☐ I don't care whether you're talking about the traditional clothing in my own country or clothing that I think is popular in many countries around the world, I am not interested in clothing.

Food

- ☐ I enjoy foods that I think are popular in many countries around the world more than my own country's traditional foods.
- ☐ I enjoy my own country's traditional foods as well as foods that I think are popular in many countries around the world.
- ☐ I enjoy my own country's traditional foods more than foods that I think are popular in many countries around the world.
- ☐ I don't really enjoy my own country's traditional foods, nor do I enjoy foods that I think are popular in many countries around the world.

Lifestyle

- ☐ I prefer to have a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in my own country.
- ☐ I prefer to blend the traditional lifestyle in my own country with a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world.
- ☐ I prefer to have a lifestyle that is traditional in my own country rather than one that I think is similar to the lifestyle of consumers in many countries around the world.
- ☐ To be honest, I don't find the traditional lifestyle in my own country or the consumer lifestyle that is similar in many countries around the world very interesting.

Brands

- ☐ I prefer to buy brands that I think are bought by consumers in many countries around the world rather than local brands that are sold only in my country.
- ☐ I prefer to buy both local brands that are sold only in my country and brands that I think are bought by consumers in many countries around the world.
- ☐ I prefer to buy local brands that are sold only in my country rather than brands that I think are bought by consumers in many countries around the world.
- ☐ I couldn't care less about the countries associated with any brand; brand names mean nothing to me.

Are you a U.S. citizen?


Yes

☐

No

☐

>>

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How many of your parents were born in the U.S.?

0 ☐ 1 ☐ 2 ☐

In what year we you born?

What is your gender?

Male ☐ Female ☐

**Please go to the next page for instructions on how to get credit for completing this survey.
Thanks!**

APPENDIX H MODEL FIT INDICES OF CXENO CFA FROM VALIDATION STUDY 1

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	17.206	9	.046	1.912
Saturated model	21	.000	0		
Independence model	6	1019.629	15	.000	67.975

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.042	.971	.932	.416
Saturated model	.000	1.000		
Independence model	1.332	.282	-.005	.202

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.983	.972	.992	.986	.992
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.600	.590	.595
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	8.206	.153	24.004
Saturated model	.000	.000	.000
Independence model	1004.629	903.625	1113.020

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.088	.042	.001	.123
Saturated model	.000	.000	.000	.000
Independence model	5.229	5.152	4.634	5.708

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.068	.009	.117	.234
Independence model	.586	.556	.617	.000

APPENDIX I MODEL FIT INDICES OF CXENO CFA FROM VALIDATION STUDY 2

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	11.216	9	.261	1.246
Saturated model	21	.000	0		
Independence model	6	966.024	15	.000	64.402

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.976	.944	.418
Saturated model	.000	1.000		
Independence model	1.345	.237	-.068	.169

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.988	.981	.998	.996	.998
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.600	.593	.599
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	2.216	.000	14.992
Saturated model	.000	.000	.000
Independence model	951.024	852.829	1056.608

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.077	.015	.000	.103
Saturated model	.000	.000	.000	.000
Independence model	6.617	6.514	5.841	7.237

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.041	.000	.107	.520
Independence model	.659	.624	.695	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	35.216	36.425	71.101	83.101
Saturated model	42.000	44.115	104.799	125.799
Independence model	978.024	978.629	995.967	1001.967

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.241	.226	.329	.249
Saturated model	.288	.288	.288	.302
Independence model	6.699	6.026	7.422	6.703

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	221	283
Independence model	4	5

APPENDIX J. MODEL FIT INDICES OF CCOS CFA FROM VALIDATION STUDY 1

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	20.199	9	.017	2.244
Saturated model	21	.000	0		
Independence model	6	431.066	15	.000	28.738

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.105	.967	.924	.415
Saturated model	.000	1.000		
Independence model	1.129	.463	.249	.331

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.953	.922	.973	.955	.973
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.600	.572	.584
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	11.199	1.830	28.260
Saturated model	.000	.000	.000
Independence model	416.066	352.025	487.524

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.104	.057	.009	.145
Saturated model	.000	.000	.000	.000
Independence model	2.211	2.134	1.805	2.500

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.080	.032	.127	.129
Independence model	.377	.347	.408	.000

APPENDIX K. MODEL FIT INDICES OF CCOS CFA FROM VALIDATION STUDY 2

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	11	20.387	10	.026	2.039
Saturated model	21	.000	0		
Independence model	6	418.552	15	.000	27.903

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.183	.968	.932	.461
Saturated model	.000	1.000		
Independence model	1.116	.472	.260	.337

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.951	.927	.975	.961	.974
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.667	.634	.650
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	10.387	1.169	27.337
Saturated model	.000	.000	.000
Independence model	403.552	340.520	474.003

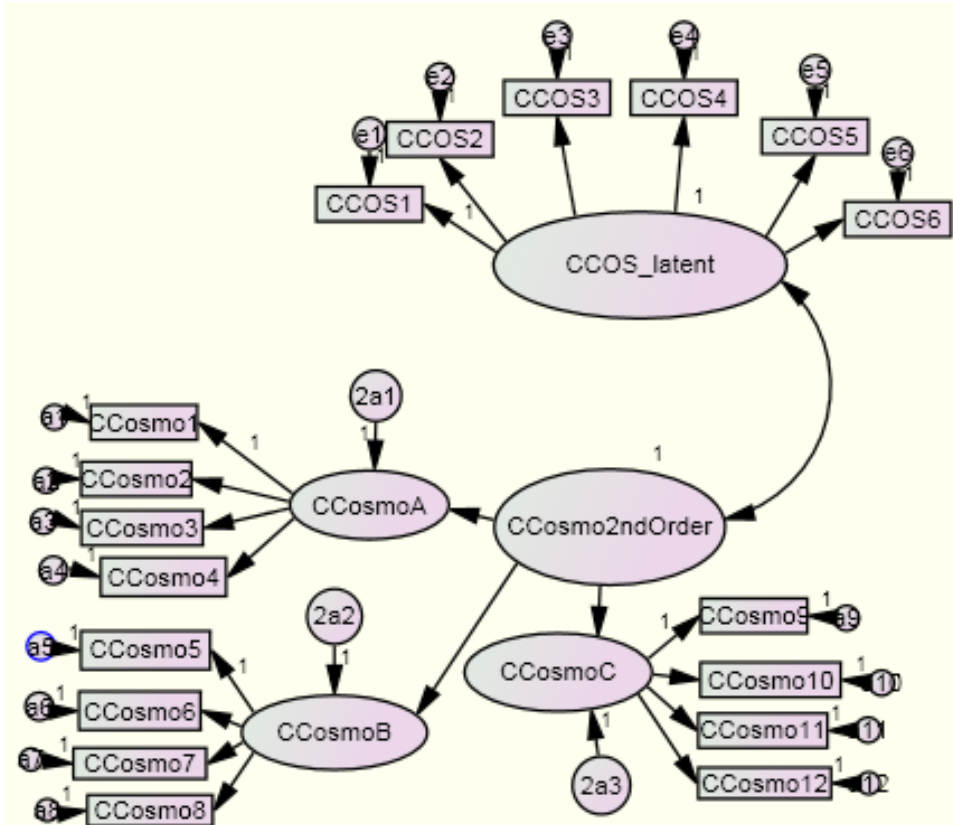
FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.103	.053	.006	.139
Saturated model	.000	.000	.000	.000
Independence model	2.125	2.048	1.729	2.406

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.073	.024	.118	.181
Independence model	.370	.339	.401	.000

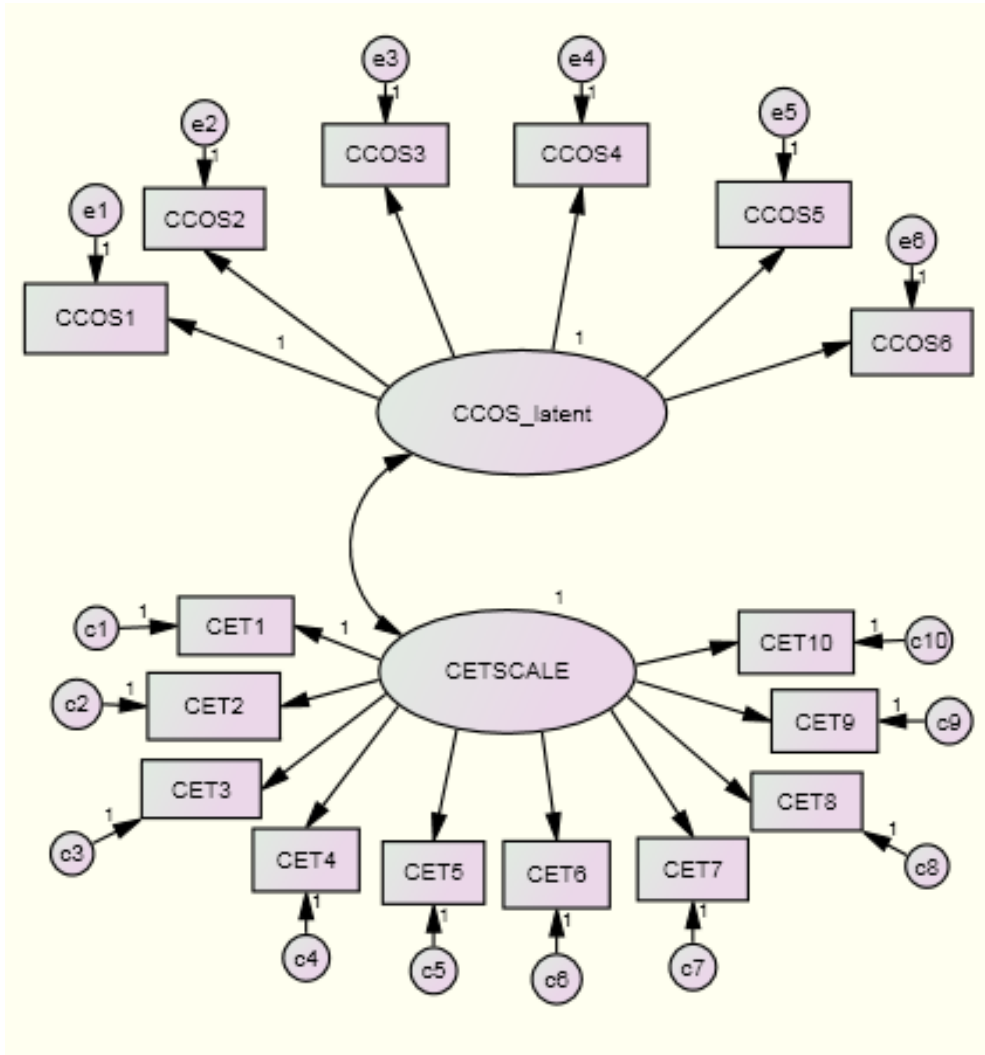
APPENDIX L MODEL OF CCOS AND CCOSMO CONSTRUCTS WITH CORRELATION SET FREE.



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	338.552	132	.000	2.565
Saturated model	171	.000	0		
Independence model	18	2180.176	153	.000	14.250

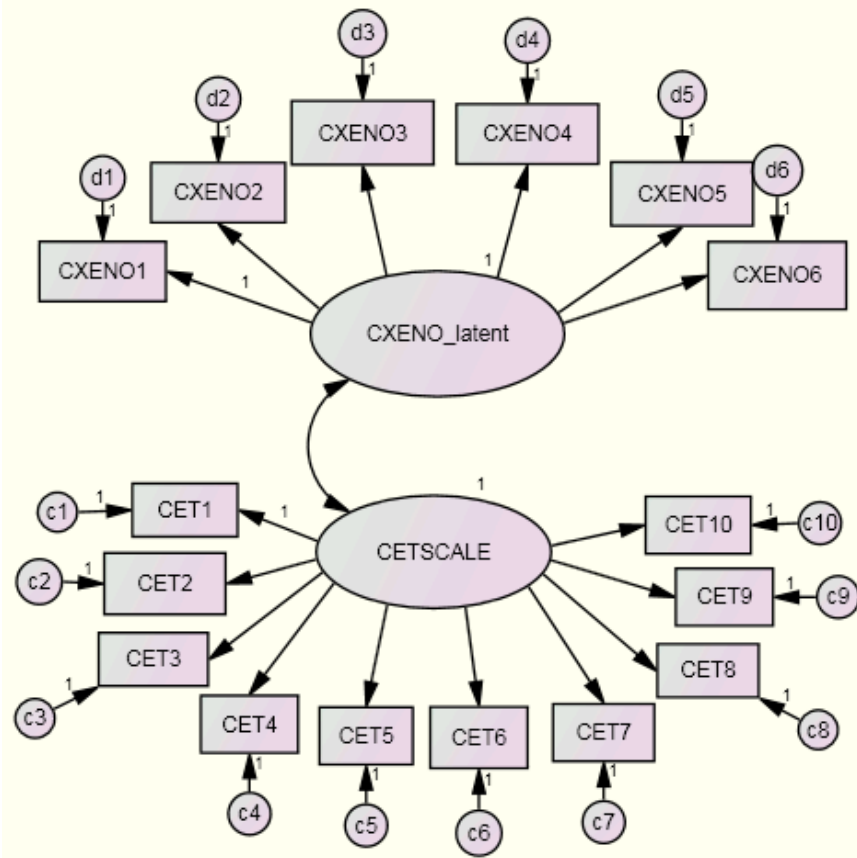
APPENDIX M MODEL OF CCOS AND CETSCALE CONSTRUCTS WITH CORRELATION SET FREE.



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	31	290.191	105	.000	2.764
Saturated model	136	.000	0		
Independence model	16	1971.208	120	.000	16.427

APPENDIX N MODEL OF CXENO AND CETSCALE CONSTRUCTS WITH CORRE-



LATION SET FREE

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	31	354.006	105	.000	3.371
Saturated model	136	.000	0		
Independence model	16	2583.563	120	.000	21.530

APPENDIX O MODEL FIT INDICES FOR FULL SEM MODEL OF CCOS, CXENO AND AGP

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	166.704	132	.022	1.263
Saturated model	171	.000	0		
Independence model	18	1794.380	153	.000	11.728

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.087	.892	.860	.688
Saturated model	.000	1.000		
Independence model	.773	.261	.174	.234

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.907	.892	.979	.975	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.863	.783	.845
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	34.704	5.714	71.842
Saturated model	.000	.000	.000
Independence model	1641.380	1508.685	1781.476

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.142	.238	.039	.492
Saturated model	.000	.000	.000	.000
Independence model	12.290	11.242	10.333	12.202

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.042	.017	.061	.728
Independence model	.271	.260	.282	.000

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ABSTRACT**CONSUMER XENOCENTRISM AND CONSUMER COSMOPOLITANISM:
THE DEVELOPMENT AND VALIDATION OF SCALES OF CONSTRUCTS
INFLUENCING ATTITUDES TOWARDS FOREIGN PRODUCT CONSUMP-
TION**

by

STEVEN J. LAWRENCE**December 2012****Advisor:** Dr. Abhijit Biswas**Major:** Business (Marketing)**Degree:** Doctor of Philosophy

Like many other attributes, consumers exhibit varying degrees of preference with regard to foreign and domestic products. Some consumers have preferences for domestic products while other, seemingly similar, consumers prefer the foreign counterpart. Product quality differences aside, we aim to investigate the attitudinal constructs behind the varying preferences among consumers as they relate to foreign and domestic products.

The author created two new scales for the measurement of the consumer xenocentrism and consumer cosmopolitanism constructs. The consumer xenocentrism scale is intended to measure consumers' favorable orientations to products from outside their membership group. The consumer cosmopolitanism scale is designed to measure consumers' openness to new ideas and tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence.

Modern, robust scale creation techniques were used for the scale creation and validation process and the end result was a pair of six-item self-report measures that are valid, reliable and exhibit strong psychometric properties. Such scales will facilitate the proper measurement of the constructs in question by both marketing practitioners and academics.

AUTOBIOGRAPHICAL STATEMENT

Steven Lawrence was born in Oshawa, Ontario, Canada to James and Deborah Lawrence, having one older sister, Brenda. At the time of writing he had split his time between the U.S. and Canada with his childhood being spent in Ontario and his adult life primarily in the state of Michigan. He currently resides with his wife of 10 years, Dr. Danielle Turner-Lawrence and their two kids, Owen (3 years old) and Clarire (1 year old). His educational background includes a Bachelor of Science degree from the University of Michigan (Ann Arbor, Michigan) in 2001, a Master of Science degree from Eastern Michigan University (Ypsilanti, Michigan) in 2005, and a Master of Business Administration degree from the University of North Carolina at Charlotte (Charlotte, North Carolina) in 2008. This dissertation represents the final fulfilment of requirements for a Doctor of Philosophy in Marketing from Wayne State University (Detroit, Michigan) to be awarded in 2012. His teaching experience includes five years as a Middle and High School math teacher to go along with his 2 years of teaching at the University level as a Graduate Teaching Assistant. His professional experience include positions in both marketing and finance at a large automotive component manufacturer and a real estate investment company. His current research interests include psychometrics, scale development and consumer behavior.